



RADIO DAILY

Serving the Better Interests of Commercial Radio and Television



VOL. 2, NO. 1

NEW YORK, N. Y., THURSDAY, JULY 1, 1937

FIVE CENTS

NBC Expanding in South

LUCKY STRIKE RENEWING "HIT PARADE" OVER CBS

American Tobacco Co., (Lucky Strike cigarettes) on July 7, renews the "Your Hit Parade" series over CBS for another 13 weeks. Program is aired over 89 stations, Saturdays, 10-10:45 p.m. Lord & Thomas has the account.

Connery Kin May Take Up Radio Probe Resolution

Washington Bureau, RADIO DAILY
Washington—Report is current here that the fight for the Connery resolution to investigate the radio industry would be carried on next session by another Connery—Lawrence J., brother of the late chairman of the House labor committee and sponsor of the sweeping probe legislation. Washington learned that Lawrence Connery, who served his brother as secretary for many years, has formally announced his candidacy in Lynn, Mass., for the Democratic nomination for United States representative to fill vacancy caused by
(Continued on Page 3)

Night Club Buys Time For Airing of Its Band

Ft. Worth—Ken Moyer and his orchestra who opened last week at the new Midway Inn on the Fort Worth-Dallas Pike, are heard four nights weekly on commercial programs sponsored by the night spot at the usual rates over WBAP. This is first time known in this section of a night spot paying to have name band aired. Special scripts for the 15-minute programs are prepared by WBAP continuity department.

Firecracker Clash
Chicago—While Gary's WIND is promoting sale of firecrackers with a sponsored broadcast, "The Firecracker Man", WLS is airing playlets showing danger of fireworks sponsored by Illinois Society for Prevention of Blindness. Chicago prohibits sale of fireworks in city but does not ban their use. So they are sold outside city limits and brought in.

Optimists
A "solution to the problems of industry and labor" will be offered by Secretary of Commerce, Daniel C. Roper, under the title, "Industry and Labor, Their Mutual Problems," during the National Radio Forum on Monday, 10:30-11 p.m., over the NBC-Blue network, NBC optimistically announces.
The National Radio Forum is arranged by the Washington Star and broadcast each week by NBC.

G. WASHINGTON COFFEE CONTINUING NBC QUIZ

G. Washington Coffee Co., Hoboken, on Sept. 25 will renew Uncle Jim's Question Box on five NBC owned and operated stations (WJZ, WBZ, WBZA, WMAQ and WGY), Saturdays, 7:30-8 p.m. Cecil, Warwick & Legler Inc. placed the account.

Two-Hour Nightly Show For Sponsor on WCFL

Chicago — Levinson's Radio & Appliance stores has signed for two hour nightly (except Sunday) variety broadcast for a solid year starting July 1 on WCFL. Program will be fashioned along the lines of the morning breakfast hours and musical clocks, giving time at five minute intervals, temperature and weather reports at 15-minute intervals and news flashes from Transradio as well as popular music. Program will run from 10 to midnight.

Balanced Program Plan To Be Enforced by WWJ

Union Demands Cancel Chi. Concert Airings

Chicago — Summer concert broadcasts planned by Mutual from Ravinia Park have been cancelled because it is claimed James C. Petrillo, musicians' head here, upped the union demands after promoters arranged for radio pickups.

NBC-Blue Net on Aug. 1 Adds WDSU, WSGN, WNBR, WROL, WJBO, KFDM, WAGA, KRIS, KRGV and KXYZ

DAYTIME NETWORK SPOT SOUGHT BY FELS-NAPTHA

That network spot which Fels-Naptha is looking for is a daytime period for a quarter-hour series Mondays, Wednesdays and Fridays beginning July 19. Sponsor now has a Tuesday and Thursday spot on CBS, but has not decided on whether the new show will be on NBC or CBS. Young & Rubicam Inc. is the agency. This series is in addition to the Mutual program.

Arizona Puts 1% Tax On Radio Advertising

Tucson, Ariz. — Radio and newspapers were enumerated for the first time under the recent revision of the Arizona sales tax in a special legislative session. They will be taxed 1 per cent. Movies have been boosted to 2 per cent.

Dr. Angell's Appointment Lauded by Payne of FCC

Washington Bureau, RADIO DAILY
Washington — Commenting on the appointment of Dr. James Rowland Angell, retiring Yale president, to the post of NBC educational counselor
(Continued on Page 3)

NBC's long rumored plans for expansion of its Blue network in the south and southwest were formally announced yesterday by President Lenox R. Lohr, the move embracing the addition on Aug. 1 of 10 stations—four in Texas, two in Louisiana, two in Tennessee, one in Georgia and one in Alabama.

Stations are: WDSU, New Orleans; WSGN, Birmingham; WNBR, Memphis; WROL, Knoxville; WJBO, Baton Rouge; KFDM, Beaumont; KRIS, Corpus Christi; KRGV, Weslaco; WAGA, Atlanta; KXYZ, Houston. Four of the new affiliates are owned or affiliated with the local newspaper—WSGN, WAGA, WNBR, WJBO. With the addition of WDSU in New
(Continued on Page 4)

WARD, WLTH FACILITIES ARE GRANTED TO WBBC

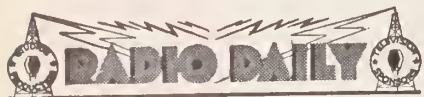
Washington Bureau, RADIO DAILY
Washington—FCC announced yesterday that application of Brooklyn Broadcasting Corp. for modification of license requesting facilities of WARD, WVFV and WLTH has been granted in part, in so far as it re-
(Continued on Page 4)

Bernie From the Coast Starting on Aug. 24

Ben Bernie-American Can programs will originate from Hollywood beginning with the Aug. 24 broadcast. Bernie is going west to start a new 20th Century-Fox picture with
(Continued on Page 3)

WDSU Sold Out
New Orleans—Joseph H. Uhalt, president of WDSU, on his return from the NAB convention, says he'd like to attend one of these conventions every month. Reason: While in Chicago, Uhalt received a wire that all WDSU's commercial time was sold and station could not even crowd in spot announcements. Situation is unusual, as slumps are general in summer.

Detroit—Determined to take a definite stand against a system which rapidly is costing radio listeners, the pioneering WWJ-The Detroit News, America's first entertainment broadcaster, has decided to inaugurate a new commercial policy in the fall, designed to fight the fast-growing boredom of listeners.
Officials of WWJ, which is man-
(Continued on Page 3)



Vol. 2, No. 1 Thurs., July 1, 1937 Price 5 Cts.

JOHN W. ALICOATE : : : Publisher

DON CARLE GILLETTE : : : Editor

MARVIN KIRSCH : : : Business Manager

Published daily except Saturdays, Sundays and Holidays at 1501 Broadway, New York, N. Y., by Radio Daily Corp. J. W. Alicoate, President and Publisher; Donald M. Mersereau, Treasurer and General Manager; Chester B. Bahn, Vice-President; Charles A. Alicoate, Secretary; M. H. Shapiro, Associate Editor. Terms (Post free) United States outside of Greater New York, one year, \$5; foreign, year, \$10. Subscriber should remit with order. Address all communications to RADIO DAILY, 1501 Broadway, New York, N. Y. Phone Wisconsin 7-6336, 7-6337, 7-6338. Cable address: Filmday, New York. Hollywood, Calif.—Ralph Wilk and Verne Bailey, 6425 Hollywood Blvd. Phone Granite 6607. Entered as second class matter April 5, 1937, at the postoffice at New York, N. Y., under the act of March 3, 1879.

FINANCIAL

(Wednesday, June 30)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Am. Tel. & Tel.	166 3/4	161	166 3/4	+ 5 1/8
Crosley Radio				
Gen. Electric	53	51 3/8	52 7/8	+ 1 3/8
North American	22 3/4	22	22 3/4	+ 3/8
RCA Common	8 1/8	7 3/4	8 1/8	+ 3/8
RCA First Pfd.	66 1/8	64 1/2	66 1/8	+ 1 3/4
RCA \$5 Pfd. B.	(79 Bid)			
Stewart Warner	17 1/4	17	17 1/8	+ 1/8
Zenith Radio	32 1/2	32 1/4	32 1/2	+ 1/2

NEW YORK CURB EXCHANGE

Hazeltine Corp.				
Majestic	2 1/2	2 5/8	2 1/2	+ 1/8
Nat. Union Radio	1 1/2	1 1/2	1 1/2	

OVER THE COUNTER

	Bid	Asked
CBS A	27	28 1/2
CBS B	26 1/2	27 1/8
Stromberg Carlson	13	15

Lowell Thomas Expands Use of Guest Stars

Lowell Thomas, commentator over NBC-Blue network stations at 6:45 daily except Saturday and Sunday, is going in for more frequent use of guest stars.

Last night Thomas had Robert H. (Bob) Davis, formerly a noted fiction magazine editor and now a New York Sun columnist. Davis is just back from the far east and is headed for Alaska.

Earl Nielsen to Hawaii

Phoenix, Ariz.—Earl A. Nielsen, for the past 15 years manager of KOY, will leave soon for Hilo, Hawaii, where he will become manager of KPHC. He will be accompanied by Mrs. Nielsen.

DON KERR

Master of Ceremonies

WMCA

Fox-Fabian Amateur Hour
Harlem Amateur Hour
Paramount Professional Parade

KSTP Airs Evidence of Farm Prosperity

St. Paul—With plenty of moisture for the first time in five years heralding the prospect of a bumper crop and a boom year for the northwest, KSTP has been combing the fields for a tangible piece of broadcast material that would put the story across.

The result was the discovery that, for the first time since the drouth began to plague the northwest, a manufacturer of an all-purpose harvester, Allis-Chalmers Co. of Minneapolis, was shipping into the territory an entire trainload of its farm machinery.

The station put its mobile short-wave unit into service and carried a broadcast direct from the train, with interviews with farm leaders, firm and railroad officials, emphasizing the agricultural prosperity angles.

Talent from 6 Stations At Kentucky Homecoming

Six stations will provide talent for the Annual Bacusburg Homecoming and Music Festival to be held between Mayfield and Murray, in Western Kentucky, on Saturday.

Heretofore only talent from WSM, Nashville, has been used, but this year C. R. Dowland scouted mid-western radio stations looking for talent for the occasion. The result was more than 100 artists from WSM, Nashville; KMOX, St. Louis; WTJS, Jackson, Tenn.; WPAD, Paducah; KFVS, Cape Girardeau, and WEBQ, Harrisburg, Ill.

The Bacusburg Homecoming and Music Festival draws thousands of former Kentuckians and friends, and boasts the greatest crowds in Kentucky, outside of the Kentucky Derby.

"The Solemn Ol' Judge", originator of WSM's "Grand Ol' Opry", has been in charge of the entertainment, but this year the Homecoming Association has appointed Eddie Wise, announcer of WEBQ, Harrisburg, Ill., as chief master-of-ceremonies, to be assisted by G. W. Gower.

Aside from station talent from these various radio centers, Mexico and Hawaii send their representatives in the person of Angelina and her accordion and Val Morsii and his Native Hawaiians. The day's entertainment will begin at 8 a.m., and continue until sundown, featuring songs, dances, comedy, music, wrestling, boxing and games.

Jolson Re-Signs Ettinger

West Coast Bureau, RADIO DAILY

Los Angeles—Eddie Ettinger, writer, gag man and fictioneer, has been re-signed as editor and scribe for the Jolson fall series of broadcasts, beginning Sept. 7.

Ettinger first wrote for Jolson on Broadway and moved to the West Coast to work with him on the "Shell Chateau" air shows. He has been at the helm of the "Mammy Singer's" scripts on the series just completed on June 29.

Ettinger leaves immediately for New York, and will return to Hollywood with his family in August.

Waring and Heidt to Drake

Chicago — Fred Waring's opening date at Drake Hotel has been set for Aug. 27. Contract calls for four weeks. Horace Heidt will probably do four weeks starting July 30. Waring deal set direct through John O'Connor.

Home Builders Sponsor Several Series on WWRL

N. K. Winston & Co., Inc., one of the country's largest builders of homes, and who are now nearing completion of their new Astoria and Harman Terrace developments in Astoria, are sponsoring interesting 15-minute musical programs twice weekly, on Sunday morning at 8:15 and Tuesday evening at 6:45, over WWRL, in connection with these developments.

In addition to these two broadcasts, Winston uses spot announcements on all foreign language programs, and on the "Community Builder's" program which is a regular weekly feature of WWRL on Friday evening at 10.

WMCA News Desk Takes to Air

The WMCA News Desk has taken to the air, 1:00 a.m., Monday through Friday, with an informal news program aired from the night desk by news editors Anthony Kay and Michael Horton, who alternate at the microphone. Program consists of a brief preview of the morning headlines, late sporting results and a batch of human interest side-lights and oddities culled from the run of the day's news.

Kay has been editing INS copy at WMCA for over a year. Horton joined the news staff last October.

NBC Shows Again Get Awards

For the second consecutive year NBC has been awarded the 1937 radio prize for the best utility broadcast during the season. In fact two NBC shows got awards, namely "Tales of California", sponsored by Pacific Gas & Electric Co. on KPO, and "Pittsburgh Varieties" sponsored by Philadelphia Co. of Pittsburgh on KDKA.

The awards are made by the Public Utilities Advertising Ass'n department of the Advertising Federation of America.

WNOX Adds Announcers

Knoxville—Paul Allison and Jack Morrison are the two latest additions to the WNOX announcer staff. Allison was formerly with KXYZ, Houston, and Morrison was with WOPI, Bristol, Tenn.

"Gang Busters" Film

Phillips Lord's "Gang Busters," weekly Wednesday night CBS program, will form the basis of an M-G-M feature film. Lord is to supply material.

COMING and GOING

FANNIE BRICE arrives on the West Coast tomorrow.

MARTHA RAYE arrives from Hollywood on Saturday to fulfill a vaudeville engagement at the New York Paramount.

JACK BENNY and MARY LIVINGSTONE arrive in Dallas on Saturday from the coast to appear at the expo and come to New York on July 9, sailing aboard the Normandie on July 11.

AL JOLSON is expected in New York shortly from Hollywood.

MORTON BOWE will commute between Radio City and Cape Cod, where Mrs. Bowe and their two girls are vacationing.

MRS. BARRY WOOD and son will leave New York today for Hollywood to spend a vacation visiting the other three Gale Sisters.

KELVIN KEECH sails from New York today for Panama, where he'll spend 18 days away from the mikes.

SHAW NEWTON, vice-president of Brooks, Smith, French & Dorrance, returned the other day from a month's cruise to Panama and Cuba.

BUCCANEERS QUARTET will arrive today from Cleveland, where they fulfilled an engagement at the Great Lakes Exposition.

TED LEWIS arrives in New York on Monday to start a four-week engagement at the Astor Roof.

JACK WHITING, who does a guest shot tomorrow night on WHN, sails shortly for London to appear as dancing partner with Jessie Matthews in a new GB musical film, "Sailing Along".

E. H. SCOTT, Chicago radio manufacturer, is en route to England to arrange for manufacture of his sets there.

JUDGE A. L. ASHBY, NBC vice-president and legal counsel, sails for England on July 7.

L. S. MITCHELL, manager of WDAE, Tampa, is in New York.

CARL CANNON and FRANK NESBITT, NBC pages, arrived in Washington last night after a hurry call from NBC-Washington office for personnel to handle Boy Scout Jamboree broadcasts.

TED HUSING and JIMMY DOLAN left New York yesterday for Chicago via TWA plane.

WLTH Jewish Amateurs Biggest Mail Getters

Victor Packer's Original Jewish Amateur Hour, sponsored for two years over WLTH by J. Rabinowitch Furniture Showrooms, continues to be the heaviest mail puller on the station. Program is put on every Tuesday at 8 p.m. in WLTH's Radio Theater at 105 Second Ave. (the Yiddish Broadway). Visitors have to wait an average of three weeks for tickets.

Ted Schneider Joins WHN

Ted Schneider will rejoin the WHN program department effective immediately. Schneider resigned from the station some time ago.

CELEBS CHOOSE UNITED

Film stars, busy execs., fly United to SAN FRANCISCO — LOS ANGELES. Overnight Mainliner lvs. New York at 5:55 p.m.—3 stops—CALIFORNIA for breakfast. 2 other fast flights, 9 to CHICAGO daily.

*** UNITED AIR LINES ***

BALANCED PROGRAM PLAN TO BE ENFORCED BY WWJ

(Continued from Page 1)

aged by W. J. Scripps, believe listeners resent the present arrangement of programs which permits like shows to precede and follow like shows. They believe, too, that this may result in the listener becoming indifferent to radio as an entertainment feature.

Taking one prime half hour each night for six nights, WWJ proposes to build a balancing program in the spot. If variety and comedy flank it, the program probably will be drama. If a script show precedes the spot and a swing band follows, the WWJ show will likely be symphonic.

With this starter, WWJ officials intend to extend the idea throughout their broadcasting day, hoping, too, that it will serve to point the way to the net, both in the matter of balancing and in commercial credit control.

Once established, these balancing shows will not be changed. If a possible sponsor wants the time, he will be told he can have it, but he must also take the show. The show cannot be changed or killed, no matter what the temptation, pressure or cost.

WWJ believes radio is for the listener—and the listener must be served. If the listener is served, they believe, so will be the advertiser.

Connery Kin May Take Up Radio Probe Resolution

(Continued from Page 1)

his brother's death last month. A special election will be called this fall and it is not expected Lawrence Connery will encounter sizeable opposition.

Resolution seems locked in House Rules Committee this session unless Congress extends indefinitely, although committee explains that further hearings on measure are "subject to the call of Chairman O'Connor," who has been absent from the capital until today.

Chi. Concerts on CBS, NBC

Both CBS and NBC will air the outdoor music concerts from Grant Park, Chicago, this summer. First NBC airing will be July 3, and the first on CBS will take place July 6. Among noted conductors who will appear in the series are Rubinoff, Carlton Kelsey, Peter Cavallo, Roy Shield, Hans Lange, Dr. Frederick Stock, and others.

LUCILLE & LANNY

"Two Voices and a Pianny"

WJZ-NBC Blue Network

Tuesdays & Thursdays 5-5:15 P.M. E.D.S.T.

Personal Representative

LESTER LEE

NEW PROGRAMS—IDEAS

Scientific Adventures

"Adventures in Exploration," an experimental series designed for younger listeners and dealing with the romantic and thrilling side of science and exploration, will be inaugurated over WABC and the Columbia network next Tuesday, 5:45-6 p.m. The series, which consists of nine weekly programs at this same time, has aroused much interest among educators interested in radio as a channel for the teaching of natural history.

The Museum of Natural History Magazine (N. Y.) and the Junior History Magazine or working in cooperation with Columbia's Department of Education in the preparation of these programs. It is planned to have a CBS announcer conduct interviews with Dr. Edward M. Weyer, Sherman Voorhees and Donald R. Barton of the Museum's staff. They will tell tall tales that will delight the thrill-craving youngsters of the nation—and yet every story will be based upon accepted scientific or educational fact.

First program of the series, "The Dragon of Komodo," broadcast on July 6, will tell of the big lizards of the East Indies. The various subjects to be presented each Tuesday at the same time until Aug. 31 will include "Stalking the Giant Gorilla," "Sea-Serpents—Real and Imaginary," "Salt—Builder of Empire," "Black Magic, Yesterday and Today," "The American Indian Stages a Comeback," "Man Versus the Insects," "Secrets of the Gobi Desert," and "Creatures of the Endless Night" (living things in the depths of the oceans).

"Safety Reporter" Series Popular

"Mayflower Reporter" series, entering its third month over WFAS, White Plains, sponsored by Mayflower Stations Inc., automobile accessory and gasoline dealers throughout Westchester and lower Connecticut, is continuing to draw support from many prominent citizens of the communities covered by the station. Recent guest speakers included Mayor Walter C. Rogers of White Plains; Thomas Foley, Commissioner of Public Safety of White Plains, and City Judge Charles A. Voss. The State Police contributed their endorsement and support of the "safe-driving" aspect of the campaign by sending Sergeant A. N. Annett, of the Troop K barracks to appear as guest speaker. Frederick C. McLaughlin, former mayor of White Plains, and now president of the city's Civic and Business Federation, will appear today.

The programs are heard thrice-weekly, Mondays, Wednesdays and Thursdays at 4:45 p.m., and consist of street interviews conducted by the "Mayflower Reporter" at busy intersections in White Plains. Questions pertaining to traffic regulations are interspersed with human-interest queries. Mayflower Stations conduct a "Safety Patrol" cruising the highways, which each week selects the "safe driver of the week." Safe driv-

er is presented over the air, and receives a cash reward. Parker Perry, vice-president of Mayflower, handles the microphone in presenting guest speakers and safety winners.

Traffic Safety News

In order to focus attention on what has been done, what is being done and what may or should be done to correct conditions in the driver, the automobile and the highway, that currently make traffic control the matter of so much public concern, WBIG in Greensboro, N. C., through cooperation with the National Safety Council, is inaugurating a new series of daily reviews of scientific, educational, statistical, engineering, enforcement and other developments in the field of automobile accident prevention under the heading "What's New in Traffic Safety."

The series will be scheduled at the same hour each week and will endeavor to further the effectiveness of the work of local, state and national agencies concerned with traffic safety. "What's New in Traffic Safety" will supplement the regular daily radiograms which the National Safety Council has presented through WBIG for a number of years.

One for the Kids

Speaking of odd programs for the kids, KSTP, Minneapolis-St. Paul, has a new one that's sponsored by a coffee house—a hoop-rollers' club of the air. Stanza is aired three times each week during the children's hour period and is devoted to telling the juveniles how they can get the hoops and what to do with them after they've got them. The whole thing will be climaxed on Aug. 14 by a Twin City hoop-rolling contest for all the kids of Minneapolis and St. Paul. Sponsor furnishes hoop outfits and contest entry blanks with each can of java. Prizes in the run-off include everything from a movie-camera to dolls.

Bards of Baltimore

Baltimore's amateur poets are being given a chance to recite their works over WBAL through the medium of a program titled "Bards of Baltimore". Program has a musical background and is aired Thursdays at 11:30 a.m. with Brad Bradley in charge.

"Landmarks"

Absorbing new stories about historic places in the Pacific Northwest are being told in a program called "Landmarks", sponsored by Pacific Power & Light Co., Walla Walla, Wash., over KUJ on Friday nights.

FURGASON & ASTON



Representation with Concentration

ANGELL'S APPOINTMENT LAUDED BY PAYNE OF FCC

(Continued from Page 1)

starting in September, Commissioner George Henry Payne of the FCC, a leader in the fight for improved educational facilities in radio, said to RADIO DAILY:

"It is a fine appointment. We all have the greatest respect for Dr. Angell's work as an educator and his new post should be a great aid to radio. It is a healthy sign of more education by radio and we are fortunate to secure a man of Dr. Angell's ability for the job."

Bernie From the Coast Starting on Aug. 24

(Continued from Page 1)

Walter Winchell, entitled "Love and Hisses."

The Vass Family, Sonny Schuyler, scat singer, and Pat O'Shea, Irish tenor, have been signed by Bernie as regular features of his NBC-Blue series.

Hearings Are Delayed In ARTA-CBS Labor Case

CBS officials did not appear at the National Labor Relations board yesterday in answer to the American Radio Telegraphists Association complaint against the network. Understood that the board will meet separately with the network and the ARTA at a future date.

WHN-ARTA hearing before the board which was scheduled for today has been postponed until July 8. NLRB's offices will be closed for the remainder of the week for two reasons—because the board's 1936-37 funds are exhausted and the organization is moving to new quarters in the Woolworth Bldg. New appropriation becomes available on Tuesday, which is the start of the government's fiscal year. Understood that the board will enlarge its personnel next month to take care of increased work.

John C. Lynch Dead

Great Barrington, Mass.—John C. Lynch, 62, retired vice-president of the New York Telephone Company and a pioneer in the establishment of radio stations, died suddenly Tuesday after a heart attack.

JERRY COOPER

HOLLYWOOD HOTEL
CBS

FRIDAYS 9 P. M. EDST.

WARD, WLTH FACILITIES ARE GRANTED TO WBBC

(Continued from Page 1)

quests facilities of WARD and WLTH, and denied insofar as it requests facilities of WVFW.

Brooklyn Broadcasting Corp., which operates WBBC, is required to file specifications of antenna and ground system within two months after effective date of the FCC order.

WFAS Account Triples Time

White Plains, N. Y.—Beginning this week, Golden Brothers Inc., Kelvinator dealers, will triple their sponsored time over WFAS. The Tuesday night Quiz Quest, inaugurated by Golden five weeks ago, has been moved from the stage of the Colony Theater to the WFAS studios.

Sponsors are retaining their theater tie-in with the inauguration of their second weekly radio show, which will take the form of a Kiddie Karnival broadcast from the theater each Saturday morning. Uncle Neal Ormond will emcee and develop the Kiddie Karnivals. Golden decided to undertake the children's show after experimenting with a sample broadcast two weeks ago. B. M. Middleton, WFAS sales executive, drew up the arrangements.

Courboin in Mutual Series

Dr. Charles M. Courboin, world-famous Belgian organist who played the entire musical portion of the Roosevelt-du Pont wedding service yesterday, has been signed for an exclusive series of weekly radio recitals over WOR and the Mutual network beginning next fall, it is announced by Alfred J. McCosker, president of Bamberger Broadcasting Service. Dr. Courboin will be interviewed by Dave Driscoll tonight at 9:30-10 p.m., as part of the Nat Brusiloff variety show.

Allan Joins Radio School

Douglas Allan, author, radio script writer and newspaper man, who conducts the "Little Moments With Big People" program on WINS, has joined the faculty of the School of Radio Technique as an instructor in radio script writing. School is headed by George Marshall Durante.

Five New WELI Series

New Haven—WELI has five new programs: "Behind Page One," weekly news commentary by Golly, roving reporter; "Only Saps Have to Work," analysis of gyp games, with Golly and Charlie Wright, program director; Gerard Beaupre in an organ series; Mrs. Arnold Robinson in a twice-weekly commentary on gardening, and Mary Ford, soprano.

Roosevelt Signs Tax Bill

Washington Bureau, RADIO DAILY

Washington—President Roosevelt yesterday signed the nuisance tax extension bill, continuing taxes of radios, admissions, etc., for another two years.



● ● ● George Jessel and his wife, Norma Talmadge, have been signed by Mutual Broadcasting System to head a variety show in the fall. Program will go on first as a sustainer... Eddie Wolpin's dad passed away the other day... Hearn's dept. store auditioned Terri La Franconi for an air show at NBC yesterday... Bob Goldstein is taking swimming instructions at the Park Central... Abe Lyman is up at Grossinger's feeling swell and playing "hi-li" all day long for relaxation... Look for Gus Edward's show on the networks this fall... Ferde Grofe's July 23 airing will come from Frisco... The watch presented to Mack Millar by the Professional Music Men, and which he cherishes, is in for repairs!... Vick Knight plays tennis every morning before breakfast on the coast and is now down to half of Mack Gordon's weight... Gloria Whitney has been optioned by Republic... Our first try at word-playing to the music of Lester Lee resulted in "I'm Gonna Picket Your Heart" which was placed 24 hours ago with Henry Spitzer, who publishes songs of "unknowns" like Gershwin, Rodgers and Hart, etc.

● ● ● For the first time in its history, Pittsburgh is to have a summer series of symphonic "Pops" concerts in one of the city parks. ... Arrangements have just been completed for nine weekly presentations by Victor Saudek's Little Symphony Orchestra, to air via KDKA from the band shell in Schenley Park starting Tuesday... One half-hour of each concert will be broadcast using time of the popular "Pittsburgh Varieties." In the event of rain, the park program will be cancelled with the radio portion coming from the station's studios... Saudek's was the first ork to be heard around the world and he recalls that it was necessary for his musicians to get up in the middle of the nite in order to be in East Pittsburgh for broadcasts at 4 and 5 in the morning. Cabs called for the men at their home and carried them to the studios... All this was done so that dialers in Australia could hear the show at a convenient (for them) hour. This was in 1922... Milton Lomask, who was concert-master with Saudek at that time, will hold the same job in this new series.

● ● ● Tyrone Power's air sponsor will be Woodbury and the flicker star will start in August on the Rippling Rhythm show... Thomas Thomas, singer on "Show Boat," will be screen-tested by Paramount on the coast... Kay Kyser's "Surprise Party" folds July 25... Lucille Manners will give a concert at Haddon Hall, Atlantic City, the 18th... M. H. H. Joachim, author of "Your Unseen Friend" script, wrote a book, "Quiet, We're on the Air"... Ray Perkins will do Bill Shakespeare an injustice Sunday nite on "Hi There, Audience," which will be authored by Peter Dixon and his wife, Aline Berry... Gueststars for the Harry Von Zell-Gulf show are booked for the next six airings... Lanny Grey of Lucille and Lanny, received word just before their NBC air debut that his brother had died while taking a cold shower after a tennis game in West Virginia... Agency exec Shaw Newton on meeting Singer June Robbins yesterday said: "Too bad June leaves us today!"

● ● ● Donald MacLean, formerly with WDEV, Waterbury, Vt., has joined the staff of KYW, Philly, and will be heard conducting shows from Atlantic City this summer... WLTH announcers Stanley Field and Norman Warembud both wanted to take off the 4th and decided that the tossing of a coin would settle the debate. A nickel was flipped and Fields lost. After an inspection of the jit by control operator Bernie Marcus, it was found to be a legitimate flip, and so Norm is off while Stanley sweats before the mikes... Scoop: A dog biscuit firm has bought time on MBS for a fall show.

NBC EXPANDS BLUE NET IN SOUTHERN TERRITORY

(Continued from Page 1)

Orleans, WSMB, the present NBC outlet for both the Red and Blue network shifts over to the Red. It is expected, although the announcement did not state, that this list of stations will only be sold as a group, similar to the south-central group which now includes WSMB. No rates were announced for any of these stations. The most powerful of the stations in this new group is WDSU, which operates on 1250 kcs. with 1,000 watts. Station is owned by WDSU Inc. of which Joseph H. Uhalt is president. Station was a CBS outlet before network became affiliated with WWL.

Statistics on other stations follow:

KXYZ is a 1,000 watter on 1440 kcs. and owned by the Harris County Broadcasting Co. T. F. Smith is the manager.

KRIS is owned by the Gulf Coast Broadcasting Co. and operates with 500 watts on 1330 kcs.

KRGV, on the Rio Grande River, and is owned by KRGV Inc. of which M. S. Niles is president. Station is on 1260 kcs. and operates with 1,000 watts.

KFDM, a 1,000 watts day, 500 at night, on 560 kcs., is owned by the Sabine Broadcasting Co. Inc. J. M. Gilliam is general manager of the station.

WJBO is owned by Charles P. Manship Jr., owner of the Baton Rouge State Times and Advocate, the only newspaper in the city. Station is on 1120 kcs. with 500 watts.

WROL is owned by the Stuart Broadcasting Corp., of which C. H. Frazier is general manager. Station operates on 1310 kcs. with 250 watts daytime, 100 watts at night.

WNBR is owned by Scripps-Howard Radio Inc. which publishes the Press-Scimitar and the Commercial Appeal in Memphis. Final transfer okay is pending before the FCC. Station is a sister-station to WMC also in the same transfer deal. WMC is an NBC affiliate. WNBR has 500 watts night, 1,000 day, on 1430 kcs. and Henry Slavick is general manager.

WSGN is operated by the Birmingham News and Age-Herald on 1310 kcs., 250 watts day, 100 night. Henry P. Johnston is vice-president and director of the station.

WAGA is affiliated with the Atlanta Journal and is owned by the Liberty Broadcasting Co. Station was formerly located in Athens, Ga., but has shifted its transmitter and studios to Atlanta. On 1450 kcs., station uses 1,000 day, 500 at night. A. Lynne Brannen is manager of the station.

List makes 30 stations that have been signed to join the Blue network since Jan. 1, 1937.

WITH THE ★ WOMEN ★

By ADELE ALLERHAND

MRS. BILL BACHER on the New York scene with the Bacher gal-child, whom she toted from Beverly Hills with the purpose of sending her to a camp on the east coast....Bill himself, vacationing in Hawaii, gets back to "Hollywood Hotel" tomorrow....Free lance publicity femme Blanche Gains and husband have shipped their car to Denver, where they'll pick it up....then drive coastward....In her absence Bill Roller, now in the International Bldg., takes over for the hot spell the Bisodol, Bayer Aspirin and Kolynos accounts....also the "Romance of Helen Trent"....Elizabeth Lennox, tending garden in her Westport retreat advertised for someone to cut grass, last week....Ad was answered by ex-actress of star magnitude who prefers farming and chores to being sassed by agency office boys....She got the job.

▼ ▼

Eve Love, who goes coastward the end of next week, feted Ripley with a spectacular shindig at Luchow's t'other day, with everybody who'd appeared on the Ripley broadcasts in attendance.....Jessica Dragonette's July 7 bit of Victor Herbertiana will be "Sweetheart"....Hollace Shaw's tribute to the "Blue Velvet" outfit Tuesday night was a party at Louis & Armand's with Mark Warnow, Cathryn Lane, Harry Salter, Mr. and Mrs. John Reed King and some lads and lasses from CBS press dept. as guests....Reggie Scheubel, Biow's time buyer with the ingratiating grin, just recently returned from the NAB convention, leaves soon on another business trip but is still vague as to where and when.

▼ ▼

Jean Paul King is an aerophilatelist.... (he collects air mail stamps)....Carmela Ponselle has evolved the most intricate and detailed sign language in radio which she uses at broadcasts to convey her wishes to people in the sound booth....Katherine A. Harron, WTNJ sec, missed being a stowaway by a narrow margin when she said bye-bye to friends sailing on the Rex....Jean Dickenson, who received three dolls from a fan, now is the recipient of a new hand-made outfit for them, each week, from the same donor....She's thinking of turning them over to a children's hospital.

★ Coast-to-Coast ★

A NUMBER of well-known radio performers and composers are being featured at the Fort Worth Frontier Fiesta which opened June 26, including the Original Dixieland Jazz Band, the Cabin Kids, Charles King, Larry Lee and his orchestra, and of course Paul Whiteman and his orchestra.

The "Yankee Doodle Boy" himself, George M. Cohan, will be honored on July 4, in a special musical salute by WMCA, in a broadcast to be heard at 6-6:30 p.m.

Phyllis Morton, whose dramatic readings have been popular with Pittsburgh listeners for many years, occupies a new program spot on WCAE Saturday. She'll be heard at 4:30-4:45, instead of the 9 o'clock period she occupied in recent months.

Bill McKinnon, sports editor, returns to the air over WBNS, Columbus, O., on the program in which he was first sponsored by Brown-Williamson tobacco company. The program, "Sports Review," is a three-a-week.

Pinky Lee, the sailor, well-known NBC comedian, was the guest star of KDYL's "Old-Fashioned Community Sing" program from the outdoor theatre of Liberty Park, Salt Lake City recreational center.

L. Howard Pyle, KTAR (Phoenix) program director, and Arthur C. Anderson, announcer and chief engineer, will give the English section of the broadcast of the Southwest Indian Pow-Wow to be held in Flagstaff, Ariz., Saturday night. In three languages, English, French and German,

an international radio audience will get an hour broadcast via NBC.

Mildred Jackson of the KLZ Players and Vance Graham of Alexander Film Co., Colorado Springs, were married in Denver yesterday.

Sam Hammer's "Your Invention" program on WMCA will hereafter be heard Fridays at 7:30 p.m. Mason and Dixon have added a new spot, Tuesday evening at 9:30, besides their Saturday and Tuesday programs. "Movie Starrdust," by Martin Starr, has switched to 8:45 p.m. Sundays.

NBC's Toscanini concert series this fall will be carried by the Blue network. The topnotch orchestra being assembled for the series will be announced in a few days.

Valerie Lomas of WICC, Bridgeport, has joined the vacationers.

KDYL, Salt Lake City: George Snell, assistant production manager, back at work after a two-week coast visit looking over program possibilities... Les Weelans, musical director, takes over Kangaroo Artists Revue emcee duties... Three KDYL officials recently took off in different directions, all within an hour: S. S. Fox, prexy and g.m., for San Francisco on business; W. E. Wagstaff, sales manager, for Chicago, and R. T. Harris, production manager, to Yellowstone Park.

Two daughters of Jack Poppele (June and Lorraine), WOR chief engineer, were on this morning's John Gambling WOR program as guests while an engineering gadget was explained to the radio audience.

Programs That Have Made Station History

No. 15—WMCA's "Three Little Funsters"

WITH 13 years of continuous broadcasting to their credit, the "Three Little Funsters" offered their 5,125th program over Station WMCA last Sunday at 2:00 p.m.

The Funsters are Bill Hansen, Vincent Howard and Jim Brennan. They are all talented animal mimics and dub in animal sounds, one of the better known animal cartoon pictures. They have also made several shorts for RKO and have appeared in practically every theater within 50 miles of New York City. Engagements at a greater distance are impossible due to their daily commercials.

The Funsters have their own stu-

dio in the WMCA building, where they rehearse four hours a day except for Tuesday and Friday, when they put in a full hour day planning and preparing programs. They sing an average of 64 songs a week and produce 52 gags each six days.

All three are married. One of the trio is the proud father of two daughters.

"The Three Little Funsters" are heard over WMCA Tuesday through Saturday from 7:45 to 8 p.m., and twice on Sundays, at 2 to 2:30 p.m. and 7:45 to 8 p.m., under the sponsorship of Sachs Quality Furniture Co.

GUEST-ING

GUY LOMBARDO and His Royal Canadians, on Magic Key of RCA, July 11 (NBC-Blue, 2 p.m.).

CONNIE GATES and AGNES DAVIS, along with previously announced Montana Slim, on Hammerstein Music Hall, July 6 (CBS, 8 p.m.).

GOLDMAN BAND and THE REV-ELERS added to Magic Key of RCA, July 4 (NBC-Blue, 2 p.m.).

OSCAR HAMMERSTEIN, on Johnny Green program, July 6 (NBC-Red, 9:30 p.m.).

DIXIE DUNBAR, on Walter Winchell program, July 4 (NBC-Blue, 9:30 p.m.).

CAPPY BARRA's Harmonica Ensemble, KEN CHRISTIE's Swing Choir, together with Col. Stoopnagle and Budd and Vivian della Chiesa on Gulf summer show, July 4 (CBS, 7:30 p.m.).

CHARLES HASKETT, on Hit Parade, July 10 (CBS, 10 p.m.).

HELEN KING, contest consultant, on Marion Cole's hobby program, July 6 (WMCA, 11 a.m.).

JACK WHITING, on Radie Harris Movie Club, tomorrow (WHN, 8 p.m.).

SHELDON LEONARD of "Having Wonderful Time," on Charlotte Buchwald program, tomorrow (2 p.m.).

VICTOR MOORE, with Benny Goodman on the Camel Swing School, July 6 (CBS, 9:30 p.m.).

GENE and KATHLEEN LOCKHART, with Robert Montgomery and Madge Evans in "Beau Brummel", on the Lux Radio Theater, July 5 (CBS, 9 p.m.).

IAN KEITH as George Washington in Maxwell Anderson's Valley Forge on Sunday Night Party, July 4 (NBC-Red, 10 p.m.).

Elaine Barrie in "Macbeth"

West Coast Bureau, RADIO DAILY

Los Angeles—Elaine Barrie will appear as Lady Macbeth opposite John Barrymore in NBC's presentation of "Macbeth," third in the network's Shakespearean series, over the Blue network Monday night. Producers John Swallow and Marvin Young are lining up a distinguished supporting cast for the show. Ken Carpenter will do the narration.

BOSTON

Bob Taplinger in from New York for a day in advance of Phil Spitalny's all-girl orchestra, appearing at Metropolitan Theater starting July 8. Shep Fields booked into same spot in near future.

Dick McDonough, sports reporter, signed by Yankee Network. He was formerly heard over WBZ-WBZA.

Carl Moore, the Moore part of "Mac 'n' Moore" heard daily over WBZ, will conduct a dance band Saturday nights at Pemberton Inn with a Lou Walters floor show. They open July 3.

★ Program Reviews and Comments ★

"THE MASTER BUILDER"

Sustaining

WQXR, Tuesdays, 9-10 p.m.

FIRST OF AN IBSEN CYCLE BY WPA PLAYERS IN A TOPNOTCH PERFORMANCE.

The high-fidelity transmission from this outlet makes it equally fine for tense drama as it does for the classical music for which it is noted. "The Master Builder", for the premiere of the Ibsen series, gave the cycle no mean start. This stirring drama is tragedy at its height and no cast in any part of the ether could have possibly offered a much better performance. Casting seemed pretty near perfect, tempo was an even one but marched inexorably forward. In two or three spots a narrator filled in briefly and no important line seemed to be missing.

While WQXR has a select audience, this reviewer would like nothing better than to see a sponsored network purveyor of drama repeat this show with the cast intact. So-called Hollywood names would never be missed. Perhaps however, the average sponsor or agency would not deem "The Master Builder" low down enough for the rank and file. Group of Federal Radio Theater players were directed by Donald MacFarlane. The cast:

Solness, played by William Hallman; Hilda, by Violet Turner; Aline, by Edna Courtleigh; Ragnar, by Lee Tillery; Kaia, by Marcella Abels; Knut, by William Barwald, and the Doctor, by George H. Trader.

"SUCCESS STORIES"

Sustaining

WMCA—Inter-City Broadcasting System, Tuesday, 8:15-8:30 p.m.

INTERESTING INTERVIEWS OF WOMEN WHO HAVE REACHED TOP IN CHOSEN PROFESSION.

Frankie Basch conducts these interviews, the first having as subject Julia Coburn, fashion writer, and Toby (Davis) on the buying and selling end of styles. Although interviewed separately, both are currently engaged in opening a new school which is intended to prepare young women for careers revolving around the fashion biz. Each told of her start, Toby in 1915 and Miss Coburn in 1919. Each got her real start in a department store and branched out. Interviews were carried on in natural manner, everyone trying to be themselves and the quarter hour passed quickly. Organ music worked in a couple of songs, each one popular in the day when the subjects started their respective careers.

Interesting items were brought out, both as they concerned either Miss Coburn or Toby, and of general nature. Show was rather liberal in its plug for the new school, but then it doesn't open until the fall. Opening spiel by Miss Basch was necessarily long for the first show and will probably be shorter on subsequent program, the next one being set for Wednesday of next week at 8:45 p.m.

MARK WARNOW

Sustaining

WABC—CBS network, Tuesdays, 10:30-11 p.m.

TOPNOTCH MUSICAL SHOW PRESENTED WITH INDIVIDUAL WARNOW TOUCHES.

Resuming one of the most popular musical series heard on the networks, Mark Warnow on Tuesday night presented the first of new series of Blue Velvet musicals. This show is one of best of its kind to be found anywhere. Warnow, an excellent musician, manages to present a different type of musical show than can be found anywhere else. His rendition of "Tiger Rag" presented as Mozart might have written it in the 18th century was the finest piece of arranging heard in a long time. Another trick of the maestro's, and one that can not be imitated, is his popular numbers arranged in Fugue manner. A new feature of the show is a regular vocalist, Hollace Shaw. Also included was a guest artist, John Howard. The program, however, is all Warnow, and vocalists are unnecessary. Show is undoubtedly one of the best on the air Tuesday nights.

Benny Goodman Orchestra

Taking over the CBS 9:30 p.m. Tuesday spot while Jack Oakie is on vacation—but cut down from an hour to a half-hour—Benny Goodman and his swing champions knocked out a fast and furious session the night be-

fore last. It is a question, however, whether a solid half hour of blaring "swing," relieved only by a short interlude during which Rufe Davis did his familiar barnyard impersonations, is going to prove entirely digestible.

In this listener's opinion, "swing" has been both oversold and overdone. From a playing standpoint, most of the so-called swing music now being dispensed is more noisy commotion than actual music, despite the applause given it by a youthful minority.

"Alexander's Ragtime Band," "Sweet Leilani," "Stomping at the Savoy" with vocal chorus, "Avalon" and other numbers were given the works by Goodman's crew. Some of the pieces were just about distinguishable.

One of the final numbers, dragged out to deafening lengths, was given loud applause by the studio audience. The applause must have been intended for the endurance of the musicians.

Jack Lyons

Heard on Tuesday night's "Hammerstein Music Hall" program over CBS, a newcomer named Jack Lyons revealed a voice that ought to take him places. The time allotted him on the program, however, was entirely too short to give the lad a chance to display his talent in any extended form.

★ ★ "QUOTES" ★ ★

MORTON DOWNEY: "Over in England, there's a great deal of concern over the fact that United States broadcasting circles have taken up Shakespeare in a great big way. Opinion is divided into two major camps—one group is glad that the English classics are to be presented, but shakes its head over the advance word that the original scripts are being 'stream-lined'. They fear the result may be too modernized. The majority of opinion, however, is mournfully sure that the public will find the Bard's plots too involved. They're ready to admit, though, that classical music was once thought too 'complicated' for radio, despite its present-day place on the regular entertainment schedule of the average listener."

ARTHUR GODFREY: "I think the vogue for announcers who speak naturally is rapidly becoming an influence on the speech of the radio Thespians. Actors and actresses found, when talking pictures first came in, that American audiences didn't especially like hot-house British accents. They wanted the real thing—or else."

Nowadays, make-believers of the airwaves are realizing, also, that the problem is not to choose between a carefully cultivated 'Oxford' accent and what our English cousins are pleased to call an American accent. The real task is to speak intelligibly and throw overboard all artificial so-called 'graces' of forced diction."

ALAN CROSS: "Vaudeville didn't exactly die; it was just transplanted. Radio, screen and night clubs have absorbed more talent than variety has cast off. Most of radio's big names have served behind the footlights. Vaudeville developed every important comedian on the air. Most of the broadcasting orchestras have played vaudeville, and still do, if they can find it. New popular song stars are the closest to being called radio's own. I'm wondering if radio doesn't need vaudeville as a sort of proving ground. Time will tell—the old-timers can't last forever."

LUM and ABNER: "Malice is not a necessary ingredient in the portrayal of a humorous character. In fact,

we think it has no place in radio, though some extremely diabolical though clever caricatures of real people have scored heavily on the stage. In creating our radio characters, who were patterned after real people in our native Arkansas, we have been careful to use a gentle and kindly, rather than a malicious touch."

WFAS Air Theater Vacations

White Plains, N. Y.—For the first time in the five years of its existence, the WFAS Players, resident dramatic group heard on Saturday nights, is calling a suspension in its weekly production schedule in order to take a vacation. Since its inception in 1933, the Players have presented nearly 250 half hour performances. Cast members are frequently called upon for making of recorded dramatized commercials, custom-built by WFAS for such of its advertisers as desire this type of service.

Frank Seitz directs the company, John Lindsay is sound productionist. Air Theatre will take up its schedule for the fall and winter season on Sept. 11.

Coming Events

July 8-10: L'Union d'Art Radiophonique first international congress, at the Sorbonne, Paris, France.

July 12-17: International Congress of Short Waves, Vienna.

Aug. 2: Semi-annual meeting of the American Radio Telegraphers Association, New York.

Aug. 23: Credit Retailers' Ass'n of America annual convention, Hotel New Yorker, New York.

Oct. 21-22: American Ass'n of Advertising Agencies Pacific Coast Convention, Hotel Del Monte, Del Monte, Cal.

Nov. 26: Inter-American Radio Conference, Havana.

Dec. 8-12: Eighth Annual International Radio Club Party, Havana.

Feb. 1: International Telecommunications Conference, arrangements being made by General Manager of Egyptian State Railways, Telegraphs & Telephones, Cairo, Egypt.



CHARLES DILCHER is joining John Blair & Co., station reps, as a salesman in the Chicago office. Dilcher comes from Dallas, where he has been southwest manager for Scripps-Howard organization for five years. Prior to that he was with the Electrical Research Products Corp. Reported that there will be some additional changes in Blair personnel.

Stella White, former free lance writer, is new face in continuity department of WIND.

WIND sales crew is moving into new suite of offices on 21st floor of 201 N. Wells St. as third studio enlargement for WJJD-WIND in year is nearing completion.

Princess Pat is moving its "Pat and Hank" to WMAQ-NBC.

Noel McQueen, Alex McQueen's younger brother, pinch hitting for him on his Bathasweet "Nothing but the Truth" broadcasts on WGN this week. Alex to Pittsburgh to give an address before the Swedenborgian church conference.

Everett Mitchell, NBC senior announcer, back from vacation in Estes Park.

Frances Wallertz, high school soprano discovered on WBBM's high school day, has been given a contract and is singing her own program with Milton Charles at the piano.

Donna Creade, NBC actress, has changed her name to Donna Reade on advice of numerologists.

Morey Amsterdam, m.c. of NBC Night Club, is back at the Oriental theater for a week, the second in as many months.

Pat Flanagan, WBBM sportscaster, celebrated seventh wedding anniversary yesterday.

E. F. McDonald Jr., president of Zenith Radio, to Washington Tuesday on business.

Frank Rand, charge of CBS press here, visiting radio editors and agencies in St. Louis and Cincinnati.

Walter Wicker back to New York after brief visit with his mother here.

1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31
---	---	---	---	---	---	---	---	---	----	----	----	----	----	----	----	----	----	----	----	----	----	----	----	----	----	----	----	----	----	----

July 1
Greetings from Radio Daily
to
Billy Lee Bill Stern
Arthur B. Hayes Irma Phillips

F. C. C. ACTIVITIES

APPLICATIONS GRANTED

WJNO, Palm Beach. Authority to transfer control from present stockholders to Jay O'Brien.

Lamar Life Insurance Co., Jackson, Miss. CP for new relay station. 1622, 2058, 2150 and 2790 kc., 50 watts.

WLBG, Petersburg, Va. CP for new relay station. 38900, 39100, 39300 and 39500 kc., 50 watts.

City Broadcasting Corp., New Haven. CP for new relay station. 31100, 34600, 37600, 40600 kc., 10 watts.

Ardmoreite Publ. Co., Inc., Ardmore, Okla. CP for new relay station. 33100, 34600, 37600, 40600 kc., 2 watts.

WCAU, Philadelphia. CP for new high frequency station. 31600, 35600, 38600, 41000 kc., 100 watts.

Allen T. Simmons, Tallmadge, Ohio. CP for new high frequency station. 31600, 35600, 38600 and 41000 kc., 100 watts.

A. H. Belo Corp., Dallas. CP for new relay station. 1622, 2058, 2150 and 2790 kc., 75 watts.

Savannah Broadcasting Co., Savannah. CP for new relay station. 1622, 2058, 2150 and 2790 kc., 10 watts.

Intermountain Broadcasting Corp., Salt Lake City. CP for new relay station. 33100, 34600, 37600 and 40600 kc., 40 watts.

KFH, Wichita, Kas. CP for new relay station. 38900, 39100, 39300, 39500 kc., 2 watts.

SET FOR HEARING

Colonial Broadcasting Co., Morristown, N. J. CP for new station. 620 kc., 1 KW., unlimited.

Burlington Broadcasting Co., Burlington, Ia. CP for new station. 1310 kc., 100 watts, unlimited.

Southern Minnesota Broadcasting Co., Rochester, Minn. CP for new station. 920 kc., 1 KW., 5 KW. LS., unlimited.

Evening News Press Inc., Port Angeles, Wash. CP for new station. 1400 kc., 250 watts, unlimited.

Keystone Broadcasting Co., New Castle, Pa. CP for new station. 1250 kc., 250 watts, daytime.

D. E. Kendrick, Louisville. CP for new station. 1210 kc., 100 watts, 250 watts LS., unlimited.

Sherman Coultas, Milton Edge & Hobart Stephenson, Jacksonville, Ill. CP for new station. 1310 kc., 100 watts, unlimited.

WHEF, Koscusko, Miss. CP to move station to Jackson, Miss., install vertical radiator. 1500 kc., 100 watts, 250 watts LS., unlimited.

EXAMINER'S RECOMMENDATIONS

WPEN, Philadelphia, and WRAX, Philadelphia. App. for authority to transfer control of stations to John Iraci be granted and CP for increase in powers of both stations also granted.

Waterloo Times-Tribune Publishing Co., Waterloo, Ia. CP for new station. 1370 kc., 100 watts, daytime, be denied.

KOOS, Marshfield, Ore. Vol. assignment of license be denied.

T. E. Kirksey, Waco, Tex. CP for new station. 930 kc., 250 watts, 500 watts LS., unlimited.

ORCHESTRAS - MUSIC

ZINN ARTHUR and ork will be heard on a varied schedule over WICC, Bridgeport, direct from the Pinebrook Country Club in Nichols, starting July 21.

Everett Hoagland and the band have inaugurated a month's engagement at Casino Park ballroom near Fort Worth, effective June 24. The outfit airs seven weekly over WBAP.

Maestro Little Jack Little and band are being featured at Meadow Brook, St. Louis, for a fortnight.

Frank Foti is readying the Bridgeport Symphony for a summer series of outdoor concerts starting July 1 at Seaside Park with WICC broadcasts in the offing.

Lester Lee, artists' representative, and Ted Lloyd, RADIO DAILY'S "Ol' Scoops Daly", wrote a song called "I'm Gonna Picket Your Heart" in Conn. over the week-end, and sold the song yesterday to Henry Spitzer, who publishes the works of Gershwin, Rodgers and Hart, etc.

Del Casino, debuting on the NBC "Rippling Rhythm Revue" Sunday night, will be welcomed by co-stars Bob Hope, Honeychile and Shep Fields with a mythical party at which

will be heard a group of solos by Casino, as well as Shep Fields' rippling rhythm version of "You Can't Take That Away From Me", "Strangers In The Dark" and "Honey-suckle Rose".

Dave Abrams, vocalist, will be featured nightly in the Georgian Room of the Hotel Piccadilly with the Jenö Bartal musical aggregation.

Six new compositions by the writing team of Jerome Kern and Oscar Hammerstein will be heard as highlights of the Johnny Green modern music hour over the NBC-Red network next Tuesday at 9:30 p.m. In addition, Hammerstein will be a guest artist on the program.

America's "Yankee Doodle Boy", George M. Cohan, will be honored July 4 in a program of patriotic songs to be aired from 6-6:30 p.m. over WMCA. Some of George's best known songs will be reviewed in a special arrangement by Carl Fenton, musical director of that station.

Batoneer Leo Gadsby and ork, fresh from Totem Pole-Norumbega Park appearances, premiere at Pleasure Beach, with a WICC wire July 4 at 11:30 p.m.

LINCOLN

John Edwards, former commentator for the CSBC stations here, has been taken on by KFOR for the regular newscaster assignment. He's on the air five times daily, as well as editing AP and INS report.

Reginald B. Martin, Bill Larimer

and John Henry, officials of KFOR, KFAB and KOIL in Nebraska, back from Chicago.

Dalton Norman, cowboy singer over KFOR, blew himself to \$300 worth of chaps, hat, plaid shirt, gauntlets, yea, even spurs.



If You
Want to
Reach the
Buying
Power of
RADIO
You Can
Do So
Every
Morning
Thru the
Columns
of
RADIO
DAILY
and
"A Test
Will Tell"



PHILADELPHIA

Elizabeth Bates of WIP continuity department is writing and taking a part in a new 9:35 a.m. variety show produced here for the Intercity network.

Howard Jones, WIP news editor, vacationing at his home-town in Virginia. Subbing until his return is Marx Loeb, station's assistant program director.

Mr. and Mrs. Ed Wallis flew back from honeymoon. Wallis is chief announcer and production director at WIP.

Johnny Fortis, member of the KYW-NBC Three Naturals, is readying another tune for a premiere on an early net show by the three instrumental harmonizers. New ditty is called "Summer Skies."

Radio Fails to Interest Windsor Wedding Pastor

The Rev. Robert Anderson Jardine, "poor man's pastor" who officiated at the wedding of the Duke of Windsor, will not be heard on any commercial radio programs, despite a raft of attractive offers, according to Hugh Ernst, head of East Coast Radio Features Ltd. Rev. Jardine arrives next Monday on the Queen Mary. Ernst stated that the pastor is coming here primarily for a visit and lecture tour, and that there was no reason to commercialize the trip nor have him introduced on a commercial program by a comedian or master of ceremonies.

Networks, at least one of them, will carry talks by Rev. Jardine but these will be sustaining programs plus suitable introduction and company of the clergy. At least two major webs are dickering for the sustainings including Mutual Broadcasting System. One offer for a straight commercial series reached the \$2,500 per program figure. According to people here who have heard Rev. Jardine preach, the pastor carries a Billy Sunday sock minus the cuss words.

ONE MINUTE INTERVIEW

ART GENTRY

"I believe emceeing should be informal. The labored, diagrammed type of humor is undesirable and creates the wrong atmosphere. The emcee should not aim too many of his darts at the performer. If you make people comfortable you've contributed a lot to what they have to give."

PROMOTION

Floyd Gibbons Film Tieup

Floyd Gibbons and his "True Adventure" program sponsored by Colgate-Palmolive-Peet over CBS will come in for some unusual nationwide exploitation as a result of the series of 13 one-reel films which Gibbons has been signed to make for Warner Bros. Vitaphone.

Colgate is preparing elaborate display material on Gibbons and the shorts to be placed in over 25,000 dealer drug stores throughout the country. The pictures will, of course, also come in for plugs on the Gibbons coast-to-coast radio program.

Stories which are to form the basis of the short subjects will be taken from the true adventures of moviegoers of the United States and Canada. These fans are being urged to send in their original thrills, with \$1,000 to be paid for the best one submitted between Sept. 1 and May 15. Second prize will be a trip to New York and return via American Airlines flagship plane, including a visit to the Vitaphone eastern studios and two days at a leading New York hotel. In addition, \$250 will be paid for each true adventure story used as the basis of a film. Recipients of these prizes also are eligible for the grand prize. For each true adventure story used on the radio, \$25 will be paid.

Floyd Gibbons, Major Albert Warner and Errol Flynn are the judges.

The Warner home office is preparing an elaborate press book covering the exploitation possibilities of the tieup.

WBIG Spotlight

"Put it on the Spotlight" has become almost a tradition at WBIG, Greensboro, N. C. For several years the WBIG Radio Spotlight has been dedicated to directing listeners' attention to every program feature on the WBIG schedule, except the Radio Spotlight.

Acting as agent for a new network, national spot, or local series, the Spotlight builds up interest and has an audience ready and waiting when the first program takes the air.

A sponsor makes a free gift offer. The Spotlight takes up the task and urges the listeners to take advantage of the offer. Always a high spot of the WBIG Spotlight is the WBIG program resume covering all broadcasts from 6:30 a.m. to 12 o'clock midnight. Equally as popular is the information department whereby fans may obtain detailed information on all important programs and personalities.

In other words, the WBIG Radio Spotlight works hand and glove across the board to aid and abet, assist and encourage every effort transmitted from WBIG's tower.

WRTD Newspaper Supplement

In honor of the debut of WRTD, the Richmond Times-Dispatch station in Richmond, Va., the Times-Dispatch

last Sunday had a special radio supplement telling all about the new station, the personnel connected with it, and the principal programs to be carried.

Jack Maxey, station manager of WRTD; David Bain, chief engineer, and Samuel W. Lawder and Ernest H. Bowman, announcers, were introduced as Richmond radio newcomers.

WRTD has become the new NBC-Blue network outlet in Richmond, with WMBG changing its wavelength and becoming the NBC-Red outlet, while WRVA joined CBS and also continues its Mutual affiliation. Many salutes were exchanged between the stations and the various stations over the week-end.

WSAN Promotional Survey

In making two recent surveys for commercial value, the William's Fashion Shop, sponsors of "Susie and Jake" (Pennsylvania German dialect, script by Chas. Petrie) over WSAN, Allentown, found that the program was doing a better job than expected. The survey was made in a promotional way. Every woman who purchased merchandise to the amount of \$2 or more was given a ticket of free admission to a Sauer Kraut dinner, and more than 1000 were placed on the list. Now, in using the same plan for free attendance at a picnic, 1500 hundred are already registered.

When the series was four weeks old, 3000 members were enrolled in one week on the books of the "Loyal Order of Sauer Kraut Lovers." The program presents Esther Reinert as "Susie" and Charles Petrie as "Jake," and is aired daily at seven p.m. Monday through Friday.

Swift's Sunbrite Tour to Coast

A Pullman carload of girls from 7 to 13, gathered from all parts of the country, leave Chicago on July 4 for 16-day Pacific coast tour and National Convention of Swift's Junior Nurses corps. The gals are guests of Swift's which returns in the fall to CBS with the Junior Nurses corps, and will occupy a special Pullman with their mothers as chaperones. Program headliners, Lucy Gillman, 12-year-old child star, Helena Ray and Bill Amsdell will go along. The cast will appear on Western Home Hour on Pacific network July 9 and over KOIN, Portland, July 14.

WCAO Newspaper Ad

WCAO, Baltimore, ran a large newspaper advertisement to support its claim that it is Maryland's oldest radio station. The ad reproduces a letter from the FCC setting forth the dates the four stations now operating in Baltimore were first licensed. Station also called attention to its latest and most modern transmission equipment and being up to the minute in those essentials that

Viewpoints

Magnetism of the Voice Is Emcee's Stock in Trade

"The magnetism of a voice is the basic stock in trade of the radio master of ceremonies, the narrator and the commentator. Of course there has been grown around the principal root, a thousand and one other branches, such as timing, projection and delivery. Material, of course cannot be overlooked. But, towering above them all is the voice—which definitely forms the character of the man or woman behind it. Let us analyze a few.

"President Roosevelt's voice is a reflection of a deep-seated sincerity. Jack Benny, I suppose is rather fed up with the description of 'suave and sophisticated,' but he can blame it on his oily larynx. Joe Penner has the pipes of a kid who has a bad case of arrested development, and Gracie Allen is his counterpart in the weaker sex.

"An announcer or emcee having a message of more than the usual gag or story to convey is entirely dependent on his voice as a magnet. It must combine the best qualities of a man and have an actual character of its own. Which is, if I must say so myself, a neat trick."—JOHN B. GAMBLING.

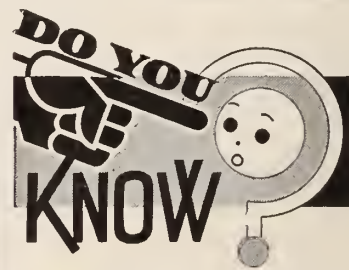
WWL Appoints Katz Agency

New Orleans — E. Katz Special Agency, Inc., with main offices in New York, has been appointed national advertising representatives for WWL here, Manager Vince Callahan announces. The appointment is the result of a long contemplated move.

its listeners expect from the high standards it has always maintained.

Gen. Elec. Ad Campaign

General Electric will shortly begin an extensive advertising campaign in which radio artists will be featured. Phil Spitalny and his all-girl orchestra will be used as the base, with big names being used as fillers. Ads will run in newspapers all over the country, and will be tied up with General Electric's Monday night NBC series which features Spitalny and his orchestra.



Television is still practically unknown in Estonia.



RADIO DAILY

Serving the Better Interests of Commercial Radio and Television



VOL. 2, NO. 2

NEW YORK, N. Y., FRIDAY, JULY 2, 1937

FIVE CENTS

CIO Moves Dent Radio Biz

JESSEL AND TALMADGE FOR REGIONAL SPONSORS

West Coast Bureau, *RADIO DAILY*
Los Angeles—One-year contract signed by George Jessel and Norma Talmadge with the Mutual network calls for a series of regionally-sponsored Sunday afternoon shows, probably starting on Sept. 5, with the 2:30-3 p.m. time tentatively penciled in by KHJ here.

In making the announcement, General Manager Lewis Allen Weiss of the Don Lee chain also revealed another important deal, whereby Nat Carr and Alexander Carr are being

(Continued on Page 2)

"Watch Tower" Disks Offered for Home Use

Judge Rutherford, whose "Watch Tower" broadcasts are now being aired over 27 stations, has made a series of recordings titled "Exposed," which will be played free of charge in the home of any listener who writes to the "Watch Tower" headquarters and requests a hearing. The regular broadcast disks are now also being short-waved to Station EAQ, Spain, and are being cut in Spanish.

Other stations carrying the record-

(Continued on Page 3)

Elmer Davis Replacing Kaltenborn in CBS Spot

Elmer Davis, noted author and newspaperman, has been signed by the Columbia Broadcasting System to replace H. V. Kaltenborn on July 15. Kaltenborn will leave for an extended trip to Europe following his broadcast of July 8 and Davis, who has just returned from Europe, will do the weekly Thursday 7:30-7:45 p.m. broadcasts until Kaltenborn returns.

"Ranger" for Pix

"The Lone Ranger," Mutual network serial heard three times weekly, to be filmed also as a 15-episode serial by Republic Pictures, will be released in its pix version in the 1938-39 movie season, Vice-President J. J. Milstein of Republic announces. Show has been on the air more than four and a half years.

Escape

A station airing quite a few programs in foreign languages reports that these shows are becoming popular even with a lot of folks who know only English. Explanation, the station manager confides, seems to be that the listeners are not annoyed by over-lengthy or too high pressure commercials — because they can't understand them.

6 NBC STATIONS FORM BLUE SOUTHERN NETWORK

Six of the 10 stations which NBC announced yesterday as joining the Blue network will form a group to be known as the Blue Southern. They are WNBR, Memphis; WSGN, Birmingham; WAGA, Atlanta; WDSU, New Orleans; WJBO, Baton Rouge; KXYZ, Houston. Group will sell for \$960.

The other four WROL, Knoxville; KFDM, Beaumont; KRIS, Corpus

(Continued on Page 3)

Copyright Bill Action Unlikely This Session

Washington Bureau, *RADIO DAILY*
Washington—With no hearings scheduled before the middle of July at least, possibility of any action on either the Duffy, Sheppard or Guffy copyright bills appeared very unlikely yesterday, according to a

(Continued on Page 3)

Five-Day Week Adopted By WGAR in Cleveland

Cleveland—John F. Patt, vice-president and general manager of Cleveland's WGAR announced that effective immediately the engineering and program departments of "The Friendly Station" will go on a five-day week. WGAR is the first Cleveland station to announce such a move.

The engineering department, headed by R. Morris Pierce, will be augmented by two new men who come to the station from New York. The

Networks in Complicated Situation Due to Strikes Affecting Sponsors' Activities

A.F.M.'S ET MEETING DELAYED TO JULY 20

American Federation of Musicians executive board, which is to take up the matter of adjusting the electrical transcription and radio situation as per vote at the recent AFM Convention in Louisville, will not convene before July 20. It was expected that the question would be taken up within the 30-day period set at the Convention the week of June 14.

AFM president Joseph N. Weber will not return until after the July 4 holiday and he will then correspond with the individual members of the executive board to learn what date will suit all concerned. It was definitely stated, however, by an AFM official that no meeting will be held before July 20.

Possibility that the board may

(Continued on Page 3)

New WDAF Transmitter Is Placed in Operation

Kansas City—Besides a new Blaw-Knox, 420-foot vertical radiator and a ground system composed of ten miles of copper ribbon laid 8 inches under ground and fanning out radially from the base of the tower with radiants

(Continued on Page 7)

With the CIO laying the groundwork for a national radio campaign in the fall, and the ARTA attempting to sign up the technical branches of radio, the three major networks are now finding themselves involved in a complicated situation. Within the past six weeks the CIO, due to strikes called in the automotive sectors, has been directly responsible for three national advertisers cancelling radio activities. At present it is doubtful whether these companies plan to curtail radio activities in the fall or resume their regular schedules. Should

(Continued on Page 3)

ROBERT KAUFMAN HEADS NEW WLS DEPARTMENT

Chicago—Appointment of Robert L. Kaufman as head of a new advertising-promotion-merchandising department at WLS was announced yesterday by Glenn Snyder, manager.

Kaufman just resigned as commercial manager of Earl May's KMA, Shenandoah, Ia. He formerly was

(Continued on Page 2)

Decision Is Reserved In Wash'n Ascap Case

Tacoma—As expected, the hearing in the test suit brought by Ascap to argue the constitutionality of the Washington anti-Ascap state law has resulted in the three Federal judges reserving decision and asking that additional briefs be filed. Ascap

(Continued on Page 3)

Producer-Attorney

Cleveland—Carl George, WGAR production manager, has just been informed of his acceptance to practice before the FCC in Washington. George was graduated last winter from the School of Law of Western Reserve University here. Before that he was graduated from Muskingum College. The new attorney-producer has been in radio for the past five years.

(Continued on Page 3)



Vol. 2, No. 2 Fri., July 2, 1937 Price 5 Cts.
JOHN W. ALICOATE : : : Publisher
DON CARLE GILLETTE : : : Editor
MARVIN KIRSCH : : : Business Manager

Published daily except Saturdays, Sundays and Holidays at 1501 Broadway, New York, N. Y., by Radio Daily Corp. J. W. Alicoate, President and Publisher; Donald M. Mersereau, Treasurer and General Manager; Chester B. Bahn, Vice-President; Charles A. Alicoate, Secretary; M. H. Shapiro, Associate Editor. Terms (Post free) United States outside of Greater New York, one year, \$5; foreign, year, \$10. Subscriber should remit with order. Address all communications to RADIO DAILY, 1501 Broadway, New York, N. Y. Phone Wisconsin 7-6336, 7-6337, 7-6338. Cable address: Filmday, New York. Hollywood, Calif.—Ralph Wilk and Verne Bailey, 6425 Hollywood Blvd. Phone Granite 6607. Entered as second class matter April 5, 1937, at the postoffice at New York, N. Y., under the act of March 3, 1879.

FINANCIAL
(Thursday, July 1)

NEW YORK STOCK EXCHANGE				
	High	Low	Close	Net Chg.
Am. Tel. & Tel.	166 3/4	165	165 3/4	- 1
Crosley Radio	20 1/4	20 1/4	20 1/4	+ 1/4
Gen. Electric	53	52 1/2	52 3/4	+ 1/8
North American	23 1/4	22 3/4	23 1/8	+ 3/8
RCA Common	8 1/4	8 1/8	8 1/4	+ 1/8
RCA First Pfd.	66 1/2	66 1/4	66 1/4	+ 1/8
RCA \$5 Pfd. B	17 3/8	17	17 3/8	+ 1/4
Stewart Warner	32 7/8	32 3/4	32 7/8	+ 3/8
Zenith Radio				
OVER THE COUNTER				
	Bid	Asked		
CBS A	27	28 1/2		
CBS B	26 1/2	27 1/8		
Stromberg Carlson	13	15		

Lohr Host to Staff
Lenox R. Lohr, NBC president, has invited the entire NBC staff to a picnic and fireworks display at his Tarrytown estate next Monday evening. If the staff so desires, they can come in the afternoon with their box lunches and stay all day.

Socony Program on WHEC
Socony-Vacuum Oil Co. on Monday will begin a new series of "Socony Sports Reporter" programs over WHEC, Rochester, Mondays through Saturdays, 6:30-6:45 p.m. Lowell MacMillan will be at the microphone. J. Stirling Getchell Inc. placed the account.

New CBS Blues Series
A new musical program, headed by Raymond Scott, titled "True Blues", will be heard over WABC and the Columbia network on Mondays at 12-12:15 noon, effective July 5. Scott's idea is to return to blues of the traditional variety, in place of the currently popular swing.

MARTIN BLOCK'S
"Make-Believe Ballroom"
A WNEW FEATURE
1250 Kc.
10 TO 11 A. M. □ 6 TO 7:30 P. M.

New Chapter in Shakespeare War
The Shakespeare war between NBC and CBS still rages. Last week NBC announced that Elaine Barrie Barrymore would play opposite her husband in one of the series to be aired on that network. CBS yesterday announced that Margaret Perry, well-known actress and wife of Burgess Meredith, would portray the role of Ophelia opposite her husband's Hamlet on July 12. Mr. and Mrs. Barrymore also to play Caliban and Ariel in "The Tempest" on Monday after next.

Jessel and Talmadge For Regional Sponsors
(Continued from Page 1)
teamed as a comedy duo and being set for a nightly spot beginning in September. Weiss reports that several national agencies and advertisers are interested in the new program because of a transcription which he took back to the recent NAB convention.

Robert Kaufman Heads New Department at WLS
(Continued from Page 1)
CBS publicity chief here and later program director of WBBM. Serving under Kaufman will be Virginia Seeds, publicity; David Wilburn, trade paper advertising and promotion, and Bob McElvaine, research.

NBC Execs in Honorary Posts
Two NBC executives, Margaret Cuthbert, in charge of women's activities, and Charles A. Wall, assistant to Mark Woods, network's treasurer, have been appointed to honorary posts. Cuthbert will be vice-chairman of the 1939 biennial committee of the National Federation of Business and Professional Women's Clubs during the World's Fair here. Wall will be assistant to the chief of staff of the 1st army division during the plans and training period maneuvers at Fort Devens.

Amos 'n' Andy Deal Near
Deal whereby Amos 'n' Andy will be sponsored by Campbell's Soup Company (soup and tomato juice) was reported yesterday on the verge of being closed. Freeman Gosden and Charles Correll (Amos 'n' Andy) are understood to be sold on the deal provided they can retain the same 7-7:15 p.m. spot which they now have. Their Pepsodent contract expires Jan. 1, and the blackface team recently decided on a change of sponsor. Lord & Thomas is their exclusive agent. Campbell's now has two CBS network shows, Ken Murray on Wednesday nights and "Hollywood Hotel" on Fridays.

"Professional Hour" Moves
The "Professional Hour," formerly broadcast over WMCA from the stage of the Paramount Theater in Brooklyn will be presented from the stage of the Fox-Fabian Theater in Brooklyn every Friday night 9:30-10 p.m., starting tonight. Don Kerr continues to be emcee, with Ben Nelson supplying the musical background. The Fox Theater also presents the "Amateur Hour" broadcast over WMCA every Monday night.

Phil Cook to Recess
The Morning Almanac, featuring Phil Cook and heard over WABC on Monday through Saturday at 8-9 p.m., will recess for one month following the July 3 broadcast. Program will have completed 78 broadcasts on that date. No replacement has as yet been scheduled for the period during the four-week lay-off.

Publishing Heatter Essays
Modern Industrial Bank, sponsors of Gabriel Heatter, has gathered a group of essays written by the commentator and is having them published in book form. Essays, which are shorter than the radio program, are not devoted to news, but rather to topics of general interest. Title assigned to the book is "Faith".

Sheldon Hickox to Wed
Sheldon B. Hickox Jr., NBC station relations department, will be married to Evelyn Jackson on July 31. Honeymoon will be spent seeing Canada by auto.

Rudy Bundy Held Over
Rudy Bundy and his band, now appearing at Asbury Park, will be held over an additional week beginning Monday and will have their Mutual broadcasting schedule increased to five spots throughout the week. Bundy is the first band to remain at the resort more than one day during the current season.

Joins CBS Publicity Dept.
Cecil B. Brown, formerly with the defunct N. Y. American, has been added to the night shift of the CBS publicity department, in place of George McMurray, who has left that organization to take charge of publicity for Horace Heidt.

COMING and GOING

DR. JOHN BRUNKER MEAKIN and his "Bughouse Rhythm Ensemble" return to San Francisco from New York after tonight's broadcast from Radio City. They have been on an eastern trip for the past few weeks.

JUNE AULICK of the CBS press department leaves today for his summer vacation.

CHARLES ROSS of Popular Music also leaves for his vacation today.

NOEL GERSON of the WGN, Chicago, continuity staff, is spending a six-week vacation in Europe.

JERRY BELCHER will be in Hartford, Conn., on Sunday to air his NBC-Blue "Our Neighbors" show from there.

FRANK BURKE of Consolidated Radio Artists leaves tomorrow for a two-week trip. The first week is to be spent with his family and the second between the Chicago and Cleveland offices of CRA.

ARTHUR NEWMAN of Sound Apparatus left yesterday for two weeks of relaxation in the Catskills.

DORIS DOE of the Metropolitan Opera Co. arrives today from Europe.

FORD BILLINGS, who directs the Hearst radio operations on the West Coast, has returned to California after visiting WCAE, Pittsburgh.

LESTER LINDOW of the sales force of WCAE, Pittsburgh, leaves for the west coast to start his vacation.

ED HARVEY of WCAE, Pittsburgh, has been vacationing in New York.

FRITZ REINER, who will conduct the Philharmonic orchestra at the Lewisohn Stadium for three weeks starting July 9, arrives from London today aboard the Berengaria with his entire orchestra.

FREDERIC WILLIS, assistant to William S. Paley, president of CBS, is back from his European trek.

E. C. MILLS, head of the administrative committee for Ascapi, is headed for Los Angeles after a visit to Tacoma, Wash., and Portland, Ore.

VICTOR BAY leaves for Hollywood today.

BENAY VENUTA left Chicago for Hollywood yesterday.

Foreign Market Data
Data on European radio markets, programs, and practices of special interest to American advertisers and producers will be published in the "European Section" of the Script Library's "Trends and Opinions" handbook. The information about European broadcasting is being gathered by Marjorie Mueller, Radio Events' foreign representative, currently on the continent to investigate the entire situation. First section on "European Radio" will appear in the July 15 issue of "Trends and Opinions."

BARRY McKINLEY
Griffin "ALL-Wite"
Tie Toc Review
Management
NBC Artists' Service
Personal Representative
James L. Saphier

CIO MOVES AFFECTING ACCOUNTS USING RADIO

(Continued from Page 1)

the CIO succeed in garnering itself time on the national hook-ups, it is certain that these advertisers will cancel radio and concentrate on newspapers.

The latest radio advertiser to cancel, Willys-Overland motors, is at present completely tied-up. All production has come to a standstill, and it will be some months before work will be restored to average rate. The sponsor had not been quoted as admitting that it would stay on the air indefinitely, but RADIO DAILY had learned that this was to be the case.

Statements issued during the past month have hinted that although the CIO radio plans are now worked out in detail, John Lewis has not as yet given his o.k. However, the CIO is understood to have definite plans as far as radio is concerned, and may, through the ARTA, be able to force stations to sell time.

"Watch Tower" Disks Offered for Home Use

(Continued from Page 1)

ings are: WNBC, WRDO, WLBZ, WAGM, WCOP, WHDH, WMEX, WLNH, WCAP, WHBI, WBBR, WGR, WKBW, WGBB, WFAS, WSN, WEST, WHJB, WKBO, WTEL, KQV, WWSW, WBRE, WRAK, WORK and WSYB.

Programs, although of a religious nature, appeal to all denominations, and the listening audience is numbered at 2,630,000.

Copyright Bill Action Unlikely This Session

(Continued from Page 1)

spokesman for the Senate Commerce Committee. The Patents Committee is over-burdened with work on the court of patent appeals bill, it was stated.

1	9	3	7
SUN	MON	TUE	WED
4	5	6	7
10	11	12	13
17	18	19	20
24	25	26	27
31	28	29	30

Greetings from Radio Daily

to

July 2

Jack Hylton Jane Courtland
Sid Schwartz

July 3

John McMillin Jerry Vogel

July 4

George M. Cohan Irving Caesar

John F. Royal Alec Templeton

Julia Mahoney Adelaide Klein

July 5

Milton Biow Don Dunphy

Tim Ryan

NEW PROGRAMS—IDEAS

Selling America

A new weekly feature heard over Fort Wayne's WOWO is "Answer Me This" heard every Tuesday evening at 8:30 p.m. and is conducted by two young high school graduates, Jimmy Jackson and Stanley Needham.

The basic idea of the show is to sell America to Americans. The information, which is supplied by the U. S. Government, is in question and answer form, and deals with points of interest in the United States.

Since its inauguration the mail response has been beyond expectations—listeners upon request are sent the questions and answers heard on the program. "Answer Me This" is fitting at this time of the year because it ties up with vacations, and offers listeners an opportunity to learn about the many interesting places to be found in this country.

"Behind the Eight Ball"

An interesting new program is being aired over WDRC, Hartford, Conn., by Gilbert Bayek, announcer, under the title of "Behind the Eight Ball." It's on the air every Saturday at 1-1:15 p.m., and Bayek discusses radio programs and personalities, both local and network (WDRC is the CBS outlet). Gossip about the station's own personnel is proving of particular interest to the local fans. Answers also are given to questions sent in by listeners.

Little Known Local Facts

WWJ, Detroit, has a new commercial show titled, "Did You Know." Program is run by E. A. McFaul, of University of Detroit's public speaking department, who relates little known and unusual facts about Detroit. McFaul writes the show in addition to putting it on. Sponsor is Industrial Morris Plan Bank. Show runs five days a week.

WMT Signs Young Newcomer

Cedar Rapids—Jean Fahrney, 13,

has just been added to the WMT talent staff and will be heard on the new "Smooth Sailing" program being aired daily at 1:45 p.m., featuring 20 fingers of harmony and the young and talented Miss Fahrney as soloist. Peggy Fuller, staff pianist and Frank Voelker, radio's blind organist, furnish the accompaniment. Doug Grant, program director for WMT, heard Miss Fahrney singing with some of the country's leading name bands appearing in Cedar Rapids and immediately signed her to appear on the station daily.

"Let's Play Games"

"Let's Play Games", is the title of a new sustaining which will start July 9 on WOR at 8:45-9 p.m., to be heard weekly thereafter. Program will be under the direction of Jane Martin, actress and singer well known for her "game" proclivities. Cash prizes will be awarded to the winners and the games may run from "Postoffice" to "True and False", "What sports begin with the letter H?", etc.

Big Oddities In Little News

Allan McKee, WMT (Cedar Rapids) announcer, has written, produces and announces a new program which has recently been purchased by a WMT sponsor. Mac has titled his contribution to the Iowa airwaves, "Did You Know?" which presents little known odd facts and news oddities which appear in newspapers daily, but have been obscured by headlines and news hot off the presses.

Even Bugs Have Their Day

WXYZ, Detroit, and the Michigan net have a new weekly program going on late Saturday afternoons featuring insects. Speaker is Brayton Eddy, scientist-director of the new Michigan Insect Zoo at Detroit. He tells interesting and unique facts about insects, but doesn't attempt to introduce sound effects.

Decision Is Reserved In Wash'n Ascaph Case

(Continued from Page 1)

counsel is now preparing the briefs to be filed within 10 days. Local attorney of record for Ascaph is William H. Vandever, and Louis D. Frolich and Herman Finkelstein of New York. E. C. Mills, head of the Ascaph administrative committee, left for Portland, Ore., and is then scheduled to leave for Los Angeles.

Rogers Joins Donahue & Coe

John L. Rogers, formerly associated with H. W. Kastor & Sons, has joined the Donahue & Coe advertising agency.

Girl for Bertram Lebhar

Bertram Lebhar Jr., sales director of WMCA, will have another mouth to feed now. Mrs. Lebhar presented him with a girl yesterday morning. He already has two boys.

5-DAY WEEK ADOPTED BY WGAR, CLEVELAND

(Continued from Page 1)

and producers. Two additional men will be placed on the staff. No selections have as yet been announced due to the large number of applicants in waiting.

The announcement came as a bombshell to local radio inasmuch as few local stations in the nation had actually placed the five-day week in effect. Network executives have made public their plans but individual stations have generally held back, awaiting actual operations. Patt, in announcing the plan to staff members, stated that "I like a game of golf as well as the next one. Consequently, I want those of you who previously have not had time for much outside activity, to get back into circulation. You're valuable to the station for your work here, but, just as important is your role of goodwill ambassador from the 'Friendly Station of Cleveland' to those listeners who, by their support of the station and its sponsors, keep us all in radio. Hereafter, take as much time as you can to be personal salesmen of WGAR."

Further arrangements will be made as soon as possible to put other station workers on the same basis.

6 NBC Stations Form Blue Southern Network

(Continued from Page 1)

Christi; KRGV, Westlaco, will be Blue southern supplements.

Individual networks rates for the stations will be \$200 for KXYZ; \$180 for WAGA, WDSU; \$160 for WNBR; \$120 for WJBO, WSGN, WROL, KFDM, KRIS and KRGV.

Washington NBC Studios Move to New Quarters

Washington Bureau, RADIO DAILY

Washington—NBC's two big capital stations, WRC and WMAL, were moving yesterday into new quarters in new Translux building at Fourteenth St. and New York Ave. All of the Washington facilities will be moved from the National Press Building location, general capital offices and WRC studio, into the Translux building.

LINDA CARLON says:

"I would have lost several shows had it not been for the Telephone-Secretary. This has more than paid for the service for a number of months."

NATIONAL RADIO REGISTRY

415 Lexington Ave., at 43rd, N. Y.

Vanderbilt 3-8157

Telephone—Secretary—Doris Sharp



KFWB's studio theater, dedicated with pomp and ceremony a brief three months ago, is being doubled in capacity to accommodate the needs of the new "Show Boat" program, which will broadcast from this model theater over NBC. Manager Harry Maizlish also reports that other studio improvements are to be made immediately to take care of KFWB's fast increasing programs.

Matt Moore of the one-time famous Moore triumvirate—Matt, Owen and Tom—has been signed by KEHE for a series beginning in early Fall. Matt will reminisce a bit, interview old time stars, contrast movie modes and manners of two decades ago with those of today and should find a ready made audience when he makes his radio debut.

John Blair and Co. replaces the William G. Rambeau firm as national station representatives for the Don Lee chain on Jan. 1.

Hal Kemp arrived in Hollywood the other day to make ready for the new Alice Faye series over CBS.

Mary Martin, featured songstress with Buddy Rogers' band on the Victor Moore-Helen Broderick National Biscuit show is improving her time during radio vacation period by taking a test at Universal studio this week. The little Texas gal, in addition to a voice, has the these, them and those necessary to click in pictures, and is being tested for the lead in a forthcoming B. G. De Sylvia musical.

William Farnum will play Macduff with John Barrymore and Elaine Barrie in "Macbeth", which NBC will air Monday night. Also in the cast will be Henry Hunter, Vinton Haworth, Pedro DeCordoba, Mary Forbes, Hans Conried, Fred Shields and John Deering. Will Prior's orchestra will provide musical background.

"The Tempest", which will be presented the following Monday at the same time as the CBS Shakespeare series makes its debut, is getting much publicity because of the roles of Ariel and Caliban to be played by Elaine and John.

Edgar Bergen's Charley McCarthy dips an impish paw into the CBS-NBC Shakespeare festival, is going to "do" Shakespeare on an early Chase & Sanborn hour, 'tis planned.Bergen toying with two ideas.... One—To play Charley in the role of "great lover"....Two—To line up Elaine Barrie, with Charley as Caliban.

The names sound much alike, but they're spelled differently. It's Robert Armbruster (music on the Coronet and Swarthout shows) who takes the Werner Janssen spot on Chase & Sanborn. And it's Cecil Armbrister who's still on the Raymond Morgan production staff.



● ● ● If Milton Berle's "Gillette Summer Hotel" doesn't "take" in its new time spot (opposite W. C. Fields, etc.) don't be the least bit surprised to hear the show aired on WEDNESDAYS!...Bertram Lehar Jr. (he's sales director for Inter-City Net), who pappy-ed a girl yesterday afternoon, is flipping coins to decide between tagging the child "Joan Carol" or "Barbara"...Joseph Gedeon is reported booked for a guesstar shot on Russ Morgan's show Saturday....Benny Ross and Maxine Stone audition for Young & Rubicam....Gloria Rich, who subbed for Helen Morgan in "Scandals" has been signed by Republic Pictures....Gabriel Heatter has gone out and gotten himself a press agent (he was one—once!)...Harry Savoy goes into Loew's State next week and is being offered to agencies by Curtis & Allen....Within six weeks after organizing, Bunny Berigan aired a show to BBC—a feat only accomplished by three other "swing" bands....Now that "New Faces" opened at Radio City, members of the Berle clan "stagger" their appearance there—so that at least someone will be present to "start off" the applause!

● ● ● A stray dog that became the official watchdog of the WPA built Kansas City Community Rose Garden and thus merited a feature story with art in the local newspaper, is now definitely in the Hall of Fame after an interview on the KCKN Pet Club show!...Dick Mason and Dick Shafto from the "Carolina Combination" (WIS-WPTF) have money to give away....No kiddin'—Mason hands out half dollars recently issued to commemorate the birth of Virginia Dare, first white child born in America, at Roanoke Island, N. C., 350 years ago....Shafto passes out wooden nickels to friends. These were printed in observance of the sesquicentennial of the founding of Columbia, S. C.

● ● ● Jack Dempsey and Hannah Williams Dempsey have been signed for a fall commercial....Stuart Allen returned to "Hit Parade" the other nite and will remain indefinitely on the show....Betcha Nat Brusiloff replaces Carl Fenton as musical director of WMCA!...Kathryn Rand opens at the "500 Club" tomorrow....Irene Beasley goes into the Riviera on Tuesday....The Gordon and Revel score in "You Can't Have Everything" is their best—to be published by a Robbins firm....Jerry Cooper has switched from canary yellow sweaters to chrome yellow....Allen Prescott will christen a 64-foot sloop Sunday after his air show "Wifesaver"....Mark Warnow sent the Duke of Windsor a record of Edward's own composition as a wedding gift last week....Dick Ballou, who faded for Knox Gelatin last week, returns Aug. 30 for the sponsor in a nite spot....Art Shaw is looking for a femme vocalist—particularly Sue Mitchel....Josephine Huston follows Bert Frohman into the Surfside on Thursday....Columnist Leonard Lyons is booked on the Gulf show....Mal Hallett goes into the Paramount on July 21....Max Baer arrives from Europe today and will be smuggled off the boat.

● ● ● Chief One Bull, a full-blooded Sioux and one of the leaders of Indians defending their property from the invasion of General Custer and the U. S. army 61 years ago, was interviewed in the studios of KOBH, Rapid City, S. D., last Friday....Frank Crilly conducted this pow-wow, which gave the Indian's side of the question on the invasion....Universal Service is still being back-slapped for beating competitors on the Robert Irwin confession when it took the confessed slayer into custody and flew him from Chi to New York—all the way bumping the side-lights on the three murders. The U. S. story had a copyright and others had to give this association credit....Lester Lindow of Pittsburgh's WCAE sales force has just received his commission as first lieutenant in the Reserve Officers Corps.



BILL STERN, NBC sports announcer, paused here en route to Milwaukee to cover National A.A.U. Track meet. Joined here by Ken Fry, NBC special events chief, and transmitter crew consisting of E. A. McCornack, Harold Royston and Tom Gootee. Russ Winnie, WTMJ sports announcer, Milwaukee, also lending a hand.

Marion Claire, who has just finished making "Make a Wish" with Bobby Breen in Hollywood, is expected to rejoin husband, Henry Weber, WGN musical director, and young son here next week for a summer's rest.

Tom Gootee, new NBC engineer here, was drafted by General Francisco Franco as radio aide last year in Tangier and served for many months in Spain.

Noel Gerson of WGN continuity staff vacationing for six weeks in Europe.

Whythe Walker, with WBBM for many years, has joined the sales staff of WIND, Gary.

Willard Waterman of "Girl Alone," "Don Winslow" and other NBC shows, married Mary Ann Theleen at Kenosha, Wis., on Wednesday. Dan Suuter, school chum and radio actor here, was best man, and Dave Gothard, radio leading man, and Hugh Rowlands among the ushers.

Roy Shield, NBC musical director, off for three-week vacation in Oregon.

Arch Scott, NBC production man, back from St. Louis where he attended father's funeral.

Ilka Diehl is doubling as a man and woman in the Adventures of Dari Dan on NBC.

Announcer Pierre Andre has moved his family to Long Beach, Mich., in the duneland country.

GUEST-ING

FRANCHOT TONE, MARY BOLAND, JOSEPHINE TUMMINIA and THE FOURSOME, male quartet, on Kraft Music Hall summer show featuring Bob Burns, July 8 (NBC-Red, 10 p.m.).

BENNY DAVIS, FRANK BROCK, swindle detective; WILLIAM LeVAN, explorer, and PAUL SULLIVAN, news commentator, with Ray Sinatra and Joey Nash on "For Men Only", July 5 (WHN, 8:30 p.m.).

ALBERT SPALDING and ALFRED WALLENSTEIN, soloists on first of two concerts in Philadelphia's Fairmount Park by Robin Hood Dell Orchestra to be conducted by Jose Iturbi, July 8 (NBC-Blue, 8:30 p.m.).

WITH THE ★ WOMEN ★

By ADELE ALLERHAND

THE Peg Santry, J. P. McEvoy radio-fering for fall will be an etherization of McEvoy's "Father Meets Son," featured serially in Sat. Eve. Post, with a "Mother Meets Daughter" angle thrown in.... Roger White will be at the producing end.... Lady Mary, wife of Sir Charles Kingsford Smith, spent part of Wednesday evening applauding the mike efforts of Hendrik Willem Van Loon, as part of the studio audience.... she stayed for the Fred Allen farewell.... Major Pictures' Ernie Gann of talent-scouting fame has flown to Pittsburgh to see and hear Sharri Kaye, at the Willows, with a view to immortalizing her talents in celluloid.... Portland Hoffa's sister goes Maine-ward for two weeks with Portland and brother-in-law Fred.... She's the lass who types their scripts, then laughs loudly and spontaneously both at rehearsals and broadcasts.... Irene will hostess a party in honor of Tim on July 4, when he celebrates a birthday.... The program features a party, too, on that occasion.... Another Independence Day birthday shindig will be thrown for Nic Huffer, fiddler-in-chief and arranger, by Woody Herman at the Willows.

Mercedes McCambridge of "The Guiding Light" and Loretta Poynton of "Dan Harding's Wife" had red faces but stiff upper lips t'other evening, the reason being the gals wore twin evening gowns at a recent studio show.... Vivian Ray, stage and radio warbler, joins the Pago-Pago outfit at Leon & Eddie's at an early date.... And now it seems Mario Chamlee prides himself on his cooking; George Frame Brown, on his ability to wield a paint-brush.... Mrs. Pennyfeather reported in the throes of ptomaine poisoning on account of she ate lobster and ice cream Wednesday night out Sheepshead Bay-way....

"Aunt Susan" of "Sunday Morning at Aunt Susan's" getting an unselfish kick out of the fact that last Sunday's plugging of the "Send a Child to Camp" campaign has so far yielded \$153 in contributions, which she'll turn over to the proper organization.... Carload of sub-sub-debs, ranging from 7-13, starts on a 16-day trip to the West Coast, the diminutive damsels being delegates to the Natl. Convention of the Sunbrite Jr. Nurse Corps, to be held in Los Angeles for four days, beginning July 8.



"Gang Busters"

Among the best stories presented by Phillips H. Lord in this CBS series was the tale of the Akron cop-killers presented in two installments the past fortnight. It was a dramatization of the clever sleuthing activities of Captain Michael Fiaschetti of the New York Homicide Squad who worked diligently until he solved the mysterious shooting down of one policeman after another by an underworld gang of cop-haters.

Plenty of action, suspense, thrills and general blood and thunder was packed into the two-part dramatization, and the presentation was additionally enhanced by first-rate acting of the various parts, especially the underworld characters.

M-G-M is understood to have made a deal with Phil Lord to use some of his "Gang Busters" material for a feature motion picture. Lord has aired enough unusual and dramatic cases to provide the basis of several good films, and the last one on the Akron police murders has enough in it to make a picture by itself, so Metro appears to have signed some swell stuff for mass appeal entertainment.

Elinor Sherry

Described by the announcer as a young singer from the western country, Elinor Sherry, caught yesterday at 1-1:15 p.m. over WOR, is a pleasing vocalist, equally at home among gay and frothy numbers like "You Do

the Darndest Things" and "I'm Bubbling Over" as among romantic bits like "Where Are You" or the new dramatic number she warbled yesterday titled "Strangers in the Dark." The girl has interesting potentialities. Louise Wilshire accompanied her at the keyboard.

Robert W. Horton

This new commentator, airing over CBS from Washington and telling about what's going on in the governmental and legislative headquarters of the nation, rates among the front line talkers of his type. When caught yesterday at 1:30-1:45, Washington correspondent Horton gave a highly interesting description of the morning's hearing by a congressional committee on the tax evasion roundup. Both his report of the proceedings and his sidelights were illuminating, occasionally amusing, and also thought-provoking. As a real public service program, it deserves a good mark.

Frank Parker

Stepping into the featured vocalist spot with the Andre Kostelanetz orchestra over WABC-CBS at 9-9:30 p.m. Wednesday night, Frank Parker did his usual good job of singing. Parker is taking the place of Lily Pons. With the backing of Kostelanetz's orchestra, which ought to make singing a pleasure for either a tenor or a soprano or any kind of a vocalist. Parker was unusually enjoyable.

ORCHESTRAS - MUSIC

HORACE HEIDT, who will air his orchestra and entertainers for a half-hour over the Mutual System starting 7:30 p.m. tomorrow from the roof of the Hotel Biltmore, plans to present one of the most ambitious remote pickups ever made from a hotel. About the end of the month, Heidt will go to the Drake Hotel, Chicago, where he continues airing over Mutual, as will Fred Waring when he enters that spot on Aug. 27.

Mills Artists Bureau, Inc., has put out a nifty illustrated brochure on the Hudson-DeLange Orchestra which is placed in your hands to familiarize the trade with the attraction and to aid in answering any questions about the band, which currently is broadcasting twice weekly via WEA and the NBC-Red network, Tuesdays at 11-11:30 and Saturdays at 12-12:30.

Maestro Red Norvo and the band will take over the Atlantic City Steel Pier on July 3, to be aired via CBS at 11:30-12 midnight, Mondays and Thursdays.

Jan Garber and ork will make music at the St. Catherine Hotel, Catalina Island, to be aired via the Columbia network on Sundays 12:30-1 a.m. and Wednesdays, 12 midnight to 12:30 a.m., effective July 4.

Ted Lewis and his boys take musical command of the Hotel Astor on July 9, to be heard Mondays 11-11:30 p.m. and Saturdays 7-7:30 p.m. over the CBS network.

Batoneer Bunny Berigan and the band go into the Pavilion Royal, Valley Stream, Long Island, July 10, to be aired Tuesdays and Saturdays 11-11:30 p.m. Spot has a CBS wire.

Maestro Charlie Gaylord and his musical aggregation will make merry at the Baltimore Hotel, Dayton, O., beginning July 11, to be aired via Columbia on Sundays, 11:30-12 midnight.

Latin batonist Xavier Cugat takes his orchestra and its torrid rhythms to Atlantic City's Steel Pier on July

★ F. C. C. ★ ACTIVITIES

FINAL ORDERS

WARD, Brooklyn. CP to move transmitter, renewal of license and voluntary assignment of license, denied.

WBBC, Brooklyn. Mod. of license to request facilities of WARD, WVFV and WLTH granted in part, in so far as its request for facilities of WARD and WLTH, and denied facilities of WVFV, renewal of license and renewal of aux. transmitter license also granted.

WLTH, Brooklyn. Denied app. for renewal of license and vol. assignment of license. WVFV, Brooklyn. Granted renewal of license and CP for changes in equipment.

Brooklyn Daily Eagle Broadcasting Co., Brooklyn. Denied CP for new station.

WEVD, New York. App. for mod. of license denied.

APPLICATIONS RECEIVED

Kanawha Valley Broadcasting Co., Charleston, W. Va. CP for new station. 1500 kc., 100 watts, unlimited.

Frank Ray, Dickinson, N. D. CP for new station. 1310 kc., 100 watts, 250 watts LS., unlimited.

KGKY, Scottsbluff, Neb. Authority to transfer control of corp. to L. L. Hilliard, 42 shares common stock.

APPLICATION RETURNED

Louis P. Thornton, Gresham, Ore. CP for new station. 1500 kc., 100 watts, 250 watts LS., unlimited.

APPLICATIONS DENIED

State Capital Broadcasting Assn., Austin, Tex. CP for new station. 1120 kc., 500 watts, 1 KW. LS., unlimited.

Isadore Goldwasser, Anniston, Ala. CP for new station. 1420 kc., 100 watts, daytime.

EXAMINER'S RECOMMENDATION

WSMB, New Orleans. CP for increase in power to 1 KW., 5 KW. LS., be granted. 1320 kc., unlimited.

4 Join NBC Technical Staff

Three engineers and one sound effect man have been added to the NBC personnel. Engineers are Carlos Clark, Donald Ewert and T. Danielson. Clark, formerly with WNEW and RCA-Victor, joins the maintenance staff; Ewert, formerly chief engineer of WMFJ, will be a studio engineer; Danielson comes from WOR and will be stationed at the WJZ transmitter, Bound Brook, N. J.

The sound effects man is Frederic Slade, who comes to NBC from the CBC.

Ben Bernie Renewal

American Can Co. (Keg-Lined cans) on July 27 will renew the Ben Bernie NBC-Blue network program for 13 weeks. Show is broadcast Tuesdays, 9-9:30 p.m., over 62 stations from coast to coast. Fuller & Smith & Ross Inc. has the account.

Caesar to Write for Jolson

West Coast Bureau, RADIO DAILY Los Angeles—Arthur Caesar will write material for the Al Jolson program which will be resumed Sept. 8. Negotiations are pending whereby Caesar may also write material for the Chase & Sanborn program.

13, to be aired via CBS Tuesdays and Thursdays, 11:30-12 midnight.

Mike Riley and the "Round and Rounders" have been re-booked through CRA to play the New Penn Club, Pittsburgh, for a month's engagement starting July 17. They'll air via KDKA and the NBC network from the New Penn.

STATION-STUDIO
and
TRANSMITTER

EQUIPMENT

NEW DEVICES
and
IMPROVEMENTS

Latest Technical Developments and Activities in Radio and Television

NBC Studio Expansion Under Way in Key Spots

NBC has embarked on a comprehensive nationwide program of standardization of its broadcasting facilities—both from studios and from remote control points—to establish uniform standards of excellence throughout the country equal to those of the Radio City studios.

The improvement of remote control programs has been achieved by the replacement of all field apparatus. New equipment, developed after painstaking research, includes amplifiers, microphones, and high-frequency transmitters. Seventy field amplifiers of a newly developed type—built to NBC specifications by RCA Manufacturing Company at a cost of about \$35,000—were distributed among NBC's eight divisions all over the country. With them went 200 of the latest type microphones and 100 microphone stands.

In order fully to modernize short-wave facilities used in Special Events programs, four new types of high frequency transmitters with receivers and other field pieces—designed in NBC laboratories under the direction of R. M. Morris, development engineer—have been delivered to NBC offices at New York, Washington, Cleveland, Chicago, Denver and San Francisco.

The new amplifiers are field equivalents of the studio control room, according to O. B. Hanson, NBC chief engineer. When used in combination with new microphones, they will put remote control programs on a parity with studio broadcasts. They are several years in advance of any now in use, and are, says Hanson, the only ones "capable of transmitting without distortion every sound audible to the human ear—from the highest harmonics of the violin to the deepest of bass tones."

Perfect shielding from the common interferences that beset remote control broadcasting is obtained in the new amplifier by use of shell-type transformer cores and a special lightweight alloy case. NBC engineers have thus been enabled to obtain perfect fidelity of the entire audio range from 30 to 15,000 cycles, and at the same time increase the amplification factor of the instrument to 100 decibels, a voltage gain of 100,-

Station Improvements

Newburgh, N. Y.—WGNV has applied to FCC for construction permit to make equipment changes and increase power to 250 watts day.

Greenville, S. C.—Installation of directional antenna for night use and increase in power to 5 kw. day and night are included in CP being sought by WFBC.

Jefferson City, Mo.—KWOS is seeking authority to install automatic frequency control.

Rochester, Minn.—KROC plans changes in equipment and increase in power.

Wenatchee, Wash.—KPQ has applied for license covering CP for move of transmitter and new antenna.

Berkeley, Cal.—KRE is awaiting FCC license covering CP for new transmitter and antenna and move of transmitter.

Brooklyn—WVFW has been granted FCC authority to make changes in equipment.

Johnstown, Pa.—Authority to install automatic frequency control apparatus is sought by WJAC.

St. Augustine, Fla.—WFOY has applied for CP to make changes in equipment and increase power to 250 watts day.

Kilgore, Tex.—CP for changes in

equipment and increase in day power to 250 watts has been granted to KOCA.

Tuscaloosa, Ala.—New equipment and increase in day power to 250 watts have been authorized for WJRD.

Valley City, N. D.—Changes in equipment and boost to 250 watts day power have been okayed for KOVC.

Hammond, Ind.—WHIP has been granted mod. of CP for approval of transmitter site, new equipment and changes in directional antenna.

Meridian, Miss.—Mod. of CP to move station locally, install new antenna system and boost night power to 1 kw. has been granted WCOC.

El Paso, Tex.—WDAH has been granted mod. of license to move transmitter to location of KTSM's transmitter, increase day power to 250 watts and use KTSM's transmitter.

San Francisco—KJBS has been given permission to install new automatic frequency control equipment.

Albuquerque, N. M.—Authority to install new automatic frequency control equipment has been granted KGCM.

house Electric and Manufacturing Company's outlet of the NBC-Red Network, will be situated, is of the most modern type of construction.

WIP Antenna Completed

Philadelphia—One of the major units of WIP's new \$60,000 technical expansion program, a new vertical radiator antenna, has been completed at a central city site near the station. It will be in operation on July 20. The tower is all steel, 320 feet high and painted in colors purposely to serve as an aviation marker. The tower is the latest self-supporting type, manufactured by Blaw-Knox. Entire construction of this massive structure was under the direct supervision of Clifford C. Harris, WIP's technical supervisor.

KFBI Studio Remodeling

Salina, Kas.—Studio space is practically doubled as a result of remodeling plans for the local studios of KFBI. There also will be enlargement of the staff, which already included L. V. Butcher, manager, Paul Aurandt, Ralph Lewis, Frank McIntyre, Larry Sexsmith, Warren Burkholder, Jack Shumard and Fern Butcher.

Studios of New WRTD Ready Within 2 Weeks

Richmond, Va.—While the newly inaugurated station WRTD operates from temporary studios in the State-Planters Bank Bldg., work on the permanent penthouse quarters in the same building is being rushed for occupancy by July 15. New studios will occupy the entire 15th floor of the building.

Both the studios and offices will be constructed and furnished in a manner which will mark WRTD as one of the most modern and best equipped stations in the country. Completely air conditioned, the station will be a model of efficiency and working conditions.

Two studios, separated by an announcer's booth and the control room, will be constructed entirely of accoustone material, designed to eliminate sound from any source. The studios will be without outside windows; artificial lighting and air conditioning supplant these. Audition rooms will present the greatest of informality to their users, so as to relieve any possible strain on artists or listeners.

Each department will be separate, the manager or director of each occupying his own private office. The entrance lobby will open onto the roof, where WRTD's penthouse terrace will be located. Furnished with chairs and gliders, the terrace will present a means of relaxation for staff officials and visitors alike.

Entrance to the studios will be made through a lobby in which will be placed the desk of the hostess, Margaret Hickerson. Immediately within the lobby will be the entrance to three offices, which will be occupied, in order, by Bernard Dabney Jr., continuity director; Mrs. F. Cleveland Thomas, program manager.

(Continued on Page 7)

No 1937 Television

There will be no commercial television this year, James M. Skinner, president of Philadelphia Storage Battery Co., makers of the Philco radios, told dealers and others attending the recent conclaves of Philco distributors.

Philco factories are geared to turn out 2,000,000 home and auto sets this year, an increase of 200,000 over 1936.

New Philco line contains 67 models in 18 cabinet types, of which 11 are floor models, six table models and two chairside types.

CHARLES ROSS, Inc.

Formerly Motion Picture Lighting and Equipment Corp.

WE FURNISH

Electrical Lighting Equipment

of Any Kind

FOR RADIO STATIONS

244-250 WEST 49th STREET

New York City

Tel. Circle 6-5470-1

NEW PATENTS

Radio and Television

Compiled by

John B. Brady, Attorney

Washington, D. C.

2,085,008—Phase and Amplitude Modulated Wave Receiving Means. Murray G. Crosby. Riverhead, N. Y., assignor to RCA.

2,085,011—Modulated Carrier Wave Signaling System. William Theodore Ditcham, Chelmsford, England, assignor to RCA.

2,085,022—Method of Tuning Receivers Operating on Potential Resonance. Hans Erich Hollmann, Berlin, Germany, assignor to Telefunken Gesellschaft fur Drahtlose Telegraphie m.b.H., Berlin, Germany.

2,085,068—Volume Control System for Amplifiers. George L. Beers, Merchantville, N. J., assignor to Westinghouse Electric & Manufacturing Co.

2,085,094—Gas-Filled Tube Circuits. William M. Goodall, Oakhurst, N. J., assignor to Bell Telephone Laboratories, Inc.

2,085,117—Radio Receiver. Howard Morrison, Morristown, Winfried E. Reichle, Maplewood, and Gordon N. Thayer, Glen Ridge, N. J., assignors to Bell Telephone Laboratories, Inc.

2,085,125—Radio Transmitter. Robert C. Shaw, Holmdel, N. J., assignor to Bell Telephone Laboratories, Inc.

2,085,196—Selectivity Control System. Winfield R. Koch, Camden, N. J., assignor to RCA.

2,805,223—High Frequency Circuits. Frederick A. Kolster, New York, N. Y., assignor to Federal Telegraph Company, Newark, N. J.

2,085,226—Antenna System. Wilhelm Moser, Berlin, Germany, assignor to Telefunken Gesellschaft fur Drahtlose Telegraphie m.b.H., Berlin, Germany.

2,085,231—Mechanical Mounting of Electrodes in Discharge Tubes. Horst Rothe, Berlin, Germany, assignor to Telefunken Gesellschaft fur Drahtlose Telegraphie m.b.H., Berlin, Germany.

2,085,232—Resiliently Supported Electrode in Electron Discharge Devices. Horst Rothe, Berlin, Germany, assignor to Telefunken Gesellschaft fur Drahtlose Telegraphie m.b.H., Berlin, Germany.

2,085,402—Method of and Apparatus for Producing Electrical Waves. Arthur W. Vance, Philadelphia, assignor, by mesne assignments, to RCA.

2,085,403—Multirange Radio Receiver. Carel Jan van Loon and Herre Rinia, Eindhoven, Netherlands, assignors to Radio Corporation of America.

2,085,405—Detector-Oscillator Coupling System. Robert R. Welsh, Haddonfield, N. J., and John D. Reid, Ardmore, Pa., assignors, by mesne assignments, to RCA.

2,085,406—Electrical Device. Vladimir K. Zworykin, Philadelphia, Pa., assignor to RCA.

2,085,407—Amplifying Device. William Stoddard Barden, Grasmere, Staten Island, N. Y., assignor to RCA.

2,085,408—Diode Rectifier Circuit. Loy E. Barton, Collingswood, N. J., assignor to RCA.

2,085,409—Television System. Alda V. Bedford, Collingswood, N. J., assignor to RCA.

2,085,418—Variable Terminal Impedance Signaling System. Murray G. Crosby, Riverhead, N. Y., assignor to RCA.

2,085,424—Synchronization System. De Witt Rugg Goddard, Riverhead, N. Y., assignor to RCA.

2,085,430—Radio Receiver. Poul F. G. Holst, Oaklyn, N. J., assignor to RCA.

2,085,434—Antenna System. Homer J. Loftis, Ironton, and Maurice F. McCarthy, Dayton, O., assignors, by mesne assignments to RCA.

2,085,444—Radio Apparatus. Laurence M. Perkins, Dayton, Ohio, assignor, by mesne assignments, to RCA.

2,085,448—Wireless Receiving Set. Theophile Elphege Ponsot, Roger Bataille, and Georges Kirsch, Suresnes, France.

2,085,488—Electrical System. Benjamin W. Woodward and John R. Hancock, Brooklyn, assignors to Walter C. Howey, New York.

2,085,576—Commutating Device. Allen B. DuMont, Upper Montclair, N. J., assignor to A'len B. DuMont Laboratories, Inc., Upper Montclair, N. J.

2,085,585—Emergency Antenna. Walter A. Hamilton, Kansas City, Mo., assignor to Transcontinental & Western Air, Inc., Kansas City.

2,085,595—Electric Valve Translating System. Orrin W. Livingston, Schenectady, assignor to General Electric Co.

2,085,601—Electron Discharge Device and Cooling Accessories Therefor. Otis W. Pike, Schenectady, assignor to General Electric Co.

2,085,605—Thermionic Cathode for Electric Discharge Devices. Henry Thomas Ramsay and

**New WDAF Transmitter
Is Placed in Operation***(Continued from Page 1)*

three degrees apart and 450 feet long, the new WDAF transmitter station recently completed in Johnson county, Kansas, is equipped throughout with the latest Western Electric transmission, power equipment and 110-A program amplifier. The new \$135,000 transmitter was put in operation Wednesday.

Joseph Flaherty, chief engineer of WDAF, actively supervised installation of equipment with the assistance of Alva Frashier, staff technician.

Joseph Allee, formerly of KVOR, Colorado Springs, has been added to the technical staff. H. Dean Fitzer is g.m. of WDAF.

**Studios of New WRTD
Ready Within 2 Weeks***(Continued from Page 6)*

ger, and Claude Taylor, production manager.

Further down the hall will be found the sales office and the audition-room, opposite which are located the ladies lounge; the office of Miss Mildred Williams, secretary to the manager; and Jack Maxey, station manager. Each office will be completely equipped for the work of the department occupying it.

KJBS Moves to New Site

San Francisco—After 12 years at 1380 Bush Street, Station KJBS recently pulled up stakes and went to a new site a block away, at 1470 Pine Street. New studios, a new 250-ft. vertical antenna and entirely new speech input equipment were put into operation between the hour of sign-off in the evening and 6 o'clock the following morning. Five studios are available on the ground floor of the building.

Erection of the new lay-out was under the direction of Ralph R. Brunton, general manager of KJBS-KQW, which comprises the Northern California Broadcasting System.

WIND's New Radiator Tower

Chicago—A third antenna tower has been added to WIND's Gary transmitter. With a 14-foot base, 8 feet underground, the new tower soaring 360 feet makes an equilateral triangle with the other two towers already in use. The three base system is said to effect a sharper and stronger signal. The Trucson steel tower is equipped with modernistic lighting and serves as an airplane beacon for traffic in and out of Chicago.

Al Mutter on Vacation

Long Beach, Cal.—Al Mutter, KFOX technician, has converted his "mixing" dials into reel handles and is pulling in trout at Big Bear Lake during his vacation.

Harold Percy Rooksby, Middlesex, England, assignors to General Electric Co.

2,085,672—Photoelectric Tube. Harvey Clayton Rentschler, East Orange, N. J., assignor, by mesne assignments, to Westinghouse Electric & Manufacturing Co.

2,085,696—Electric Weld Timer and Method. Donald V. Edwards, Montclair, N. J., assignor to Electrons, Inc. of Delaware.

RADIO DAILY

is happy to play its modest part in the progress of the dynamic Radio Industry.

Its circulation is growing by leaps and bounds.

It is Radio's own daily newspaper.

RADIO DAILY

has no outside connections nor political ambitions.

It delights in minding its own business, in turning out an efficient, effervescent and honest newspaper.

In favoring no one and certainly in fearing no one.

RADIO DAILY

has proven itself in a few short months.

It is a definite part of radio and its daily activities. You'll hear plenty more of Radio Daily.

NEW BUSINESS

Signed by Stations

WFAS, White Plains

Golden Bros. Inc. (Kelvinator dealers), one hour weekly Kiddie Carnival; Ye Old Homestead (Picnic Grove), Scarsdale; and the following accounts placed through Associated Broadcast Advertising, New York; Reid Process Co. (clothes cleaners), Harold A. McGunnigle (decorative lighting), Camp Achvah, Catskill Mountains; Mallory and Breheny Inc. (steamers to charter), Marcella Johnson School for Fashion Modeling; Post Dress Co.; J. Aug (bicycles and instruction); Merton Institute (vocational instruction); N. Y. School of the Theater.

WIS, Columbia, S. C.

Bulova Watch Co., continuing time announcements for 52 weeks, through Biow Co., New York; Carter's Liver Pills, 52 weeks, through Spot Broadcasting, New York; Monticello Party Line, 52 weeks over the "Carolina Combination" (WIS-WPTF), through Cramer-Krasselt Adv'g Agency, Milwaukee.

WDAF, Kansas City

Dodge Motor Co., Frank Morgan disks, twice weekly.

WMAQ, Chicago

Western Growers Protective Ass'n through J. Walter Thompson.

KTAR, Phoenix, Ariz.

Richfield Radio Reporter program emanating from Hollywood and released over the NBC-Red network.

KOA, Denver

Brown & Williamson Tobacco Co. 52 15-minute programs, through B.B.D.&O.; Montgomery, Ward & Co. 78 15-minute transcriptions.

KANSAS CITY

With the moving of WDAF's transmitter station to the new plant in Johnson County, Kas., the studio quarters in the Kansas City Star building will have more elbow room.

Karl Willis, KCKN program director, has returned from an Ozark vacation.

ONE MINUTE INTERVIEW

TIM RYAN

"Vaudeville comedians can thank radio for the fact that slapstick comedy has almost totally disappeared from the stage. Radio has created the demand for humor of a more subtle sort—and no longer do the long-suffering vaudeville comics throw each other around until they're black and blue, in order to elicit laughs from the audience."

★ Coast-to-Coast ★

ELDER LIGHTFOOT SOLOMON MICHAUX, the "Happy Am I" preacher of Washington, will propound an unusually interesting subject on his Mutual network broadcast next Monday night. Subject is: "It was the Gentiles and not the Jews who plaited and placed the crown of thorns on the head of Jesus Christ." Elder Michaux says it is generally thought, especially by those who are not Bible students, that it was the Jews who committed this act.

Lois Wilson, screen star, made her Connecticut radio station debut yesterday at WICC, Bridgeport. She is currently playing in a summer theater presentation at Milford.

Ted Maxwell, Eileen Piggott, Olive West, Bobbe Dean, Eddie Firestone Jr., Earl Lee, Lois Austin and Montgomery Mohn will be in the cast of the first episode of "Memory Lane" when it starts its revival Monday over the NBC-Blue Pacific Coast network, after being off the air several years.

Evan Fry, announcer at KCKN, Kansas City, Kas., has been doing a swell job and uncovering a lot of human interest angles in his handling of the "Job Wanted" program over that station. Fry has a knack of getting the job seekers to talk without shyness or reservation.

Earl H. Gammons, general manager of WCCO, Minneapolis, has been appointed to the Greater Northwest Committee of the Minneapolis Civic and Commerce Ass'n, according to H. J. Miller, president of the body. Naming of the committee was in response to many requests for prompt and official action by the association on matters affecting the near Northwest.

Having found a program that fitted their needs, the Kamm & Schellinger Co., brewers of Kamm's Export Beer, recently celebrated their thousandth anniversary of celebrating the 12:15 p.m. news broadcast heard daily over WOWO, Fort Wayne. Bob Wilson, WOWO's news commentator, handles the period, which is a daily feature.

The Vass family, NBC's Southern family of songsters, will be featured with Ben Bernie during the opening week at Manhattan Beach which will start tomorrow.

Ed Tacy, chief of announcing staff at WSPR, Springfield, Mass., will vacation in Maine for two weeks beginning Aug. 23.

O'Reilly's Irish Minstrels have returned to the air at WSPR, Springfield, Mass., after a long absence.

The first "Show Boat" excursion aboard the Mississippi River steamer Capitol operating from St. Paul was staged by the WCCO Artists Bureau

yesterday. A complete floor show plus deck entertainment was provided by the Bureau, according to Al Sheehan, director. Among the featured entertainers were the dance team of Johnson and Dean, recently of Connie's Inn, and many well-known WCCO radio personalities and Artists Bureau performers.

Marie Towle, continuity writer for WHBL, Sheboygan, Wis., for the past two years, was married last week to Richard E. Imig.

Conrad Rice, WISN's newest announcer, is pinch hitting for Neil Searles on "Man on the Street" while the latter is vacationing in Minneapolis.

"Rise and Shine," a new daily hour and one-half program, makes its bow July 4 over WTMJ, Milwaukee, with Doc Williams as announcer.

Franklin Tooke has been relieved from announcing duties at WOWO, Fort Wayne, and will confine his activities solely to producing broadcasts.

WDRC, Hartford, Conn., vacation lineup: Harvey Olson and Aurelia Divinere now away; Sterling V. Couch departs Sunday; Walter Haase starts July 18; Grace Legg and Bob Provan, Aug. 1; Gil Bayek, Aug. 29.

SAN FRANCISCO

Arthur Westlund, KRE station manager, being congratulated here on his being newly elected treasurer of the NAB.

Helene Peters, Berkeley Gazette radio ed., had appendix removed.

Johnny O'Brien's harmonica band just completed a week's engagement at the "Rancho San Pablo" in San Pablo, booked by Larry Allen of the NBC Artists' Service.

Carmen Dragon, NBC maestro, in Hollywood to work along with Meredith Willson on arrangements when Willson takes over the "Showboat" show.

Scott Paper Co. goes off the "Woman's Magazine of the Air" (NBC) July 21. They merely sponsored gab, no flesh.

Grace Cooper has the femme lead in "Pursuit of Happiness," at the Alcazar Theater.

Beryl Cameron, NBC blues singer, leaves tomorrow for Hollywood to let 20th-Century Fox film scouts give her the eye.

Lloyd Yoder, NBC Press Chief, his wife (Phoebe Clark on the air) and Mrs. Claude La Belle, wife of the dramatic critic of the "S. F. News," are in Hollywood for one of Lloyd's periodic visits of giving the southern city's press dep't the once-over.

San Francisco Light Opera Co. will air "Ruddigore" and "The Mikado" via KGO on July 8 and 13, respectively. John Ribbe will produce the

PROMOTION

WTMJ Birthday Stunt

WTMJ, Milwaukee, in preparation for its tenth anniversary celebration July 25, is staging a three-week "Birthday Contest" with numerous merchandise prizes for the winners. Contestants are required to unscramble three lists of approximately 75 WTMJ advertisers containing the names of the sponsors, names of programs and names of products.

Song Title Contest

A new contest, "What's Your Guess," presented by Lee Authier over WSPR, Springfield, Mass., and tied up with the Court Square Theater, is making a big hit. Authier plays five songs and listeners are asked to guess the names. Winners get two passes to the theater. In an initial, surprise presentation, 218 responses were received, setting an all time high for the station.

DETROIT

C. S. Yarnell is a new partner in the Charles A. Mason Advertising Agency. Yarnell was formerly a partner in Herr-Yarnell Advertising Agency, Minneapolis, and was exec. v. p. of Minnesota State Life Insurance Co.

Campbell-Ewald Co. has been named advertising and public relations counsel for Mackinac Island. Campaign will begin at once to promote the Island to summer visitors.

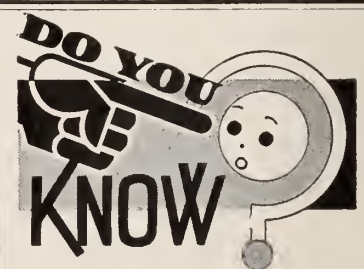
H. M. Hempstead is named advertising manager of Hupp Motor Car Corp., ready to go back into active operations after 18-month suspension. Hempstead comes to Hupp from General Motors.

shows and Warb Byron the continuity.

Janet Baird, of "Woman's Magazine," NBC, vacationing in H'wood. Kenneth Spencer, Negro basso, starts a series of quarter-hour shows on KPO and Pacific Red net Sunday.

When Charlie Runyon, NBC organist, takes his vacation the latter part of July, George Nyklicek, KYA organist, is slated to sub for him.

Mrs. Lucy Cuddy, KSFO dramatic production mgr., wrote and produced a pageant with 200 actors last Sunday at the San Juan Bautista mission. CBS, via KSFO lines, aired a full hour over the Pacific net.



Jerry Cooper, baritone star of "Hollywood Hotel", was once a slevedore in New Orleans.



RADIO DAILY

Serving the Better Interests of Commercial Radio and Television



VOL. 2, NO. 3

NEW YORK, N. Y., TUESDAY, JULY 6, 1937

FIVE CENTS

Network Gains Continue

GRABHORN IS RESIGNING FROM JOHN BLAIR & CO.

John Blair & Co., station reps, is undergoing a reorganization of its executive set-up. Murray Grabhorn, general sales manager in charge of the New York office, is resigning from the company, and George Bolling, vice-president in charge of the Detroit office, is being switched to New York. Exact date when change will be made is not set as yet.

Adv'g Guild Meeting In CIO Member Drive

American Advertising Guild holds a meeting tonight in connection with its membership drive to bring workers in advertising agencies and publicity fields into the CIO fold. The Organizational Committee is working under the United Office and Professional Workers of America (the "White Collar" International, CIO).

Budget Bureau Holds Up Government Station Plan

Washington Bureau, *RADIO DAILY*
Washington — Although making every effort to obtain action before this session of Congress comes to a close, Congressman Emanuel Celler is checkmated on his bill to establish a \$700,000 Pan American radio station in Washington by a report of the Budget bureau, which is holding up hearings on the measure by the House Naval Committee.

All other Federal departments concerned in the erection and operation of the station, intended to promote cultural relations with Latin America and to combat Fascist radio propaganda (Continued on Page 2)

Cast of 73

New "Show Boat" series, which begins airing from the coast Thursday night over NBC-Red net with Charles Winninger back as the skipper, will have a regular cast of 73, according to Benton & Bowles, agency. There are 14 principal singing and comedy stars, a chorus of 20, Meredith Willson's orchestra of 27, and 12 others.

Neglected Event

Chicago — Outdoing the absent minded professor, Procter & Gamble passed up celebration of "Vic and Sade" fifth anniversary on June 29. Everybody connected with program would have forgotten about it had not Announcer Bob Brown given Art Van Harvey (Vic) a dime to buy himself a cigar.

"What for," asked Art.

"Your show is five years old today," said Brown. Records were consulted and Bob was found to be right.

CLOSED SHOP INDICATION IS SEEN IN ASCAP MOVE

Members of Ascapi are receiving a communication under the signature of E. C. Mills, chairman of the administrative committee, which asks them to see that the Ascapi insignia is placed on all sheet music and orchestrations directly under the name of the author and composer. Same (Continued on Page 3)

Theodore Roosevelt Disk Will Be Heard on Mutual

The voice of the late Theodore Roosevelt, former President of the United States, will be heard on the radio for the first time, via WOR and the Mutual network on Thursday, 6:45-7 p.m. Robert Vincent, who at the age of 13, in 1913, invited Roosevelt to make the record will be interviewed by Jerry Danzig (Continued on Page 2)

NBC June Billings Up 29.3 Per Cent — CBS Sets All-Time Record With Gain of 64.8 Per Cent

"IT CAN BE DONE" SHOW IS SUED FOR PLAGIARISM

Injunction proceedings and damages of \$50,000 are asked in a suit filed Friday in the N. Y. Supreme Court, Brooklyn, as a result of plagiarism charges against Household Finance Corp.'s NBC-Blue network program entitled "It Can Be Done". Defendants, in addition to the sponsor, are the National Broadcasting Co. and Batten, Barton, Durstine & Osborn Inc. Counsel for all concerned have agreed tentatively to holding a hearing at the earliest possible time, Friday July 12.

Plaintiff in the action is Sol Rothschild, who, through his attorney (Continued on Page 3)

Major Networks to Cover National Youth Congress

Realizing the importance of the coming American Youth Congress in relation to radio, the three major networks will cover the convention and will bring lines to the headquarters in Milwaukee to air the proceedings.

Less than a month ago the Youth Congress, represented by William Hinckley, chairman of the National Council of the American Youth Con- (Continued on Page 3)

Business on the NBC and CBS networks last month continued to show substantial gains, both over the previous month and the corresponding period last year.

CBS gross billings for June reached the history making total of \$2,476,576, an increase of 64.8 per cent over the corresponding month last year. This is the highest gross figure ever billed by CBS during the month of June and is the highest percentage increase since September, 1936.

(Continued on Page 8)

LABOR BOARD TO HEAR WHN-ARTA CASE TODAY

The WHN-ARTA case scheduled for hearings before the National Labor Relations Board last Friday was postponed to today at the request of Maurice Deiches, attorney for the motion picture operators' union. Lawyer claimed he had not had time to acquaint himself with all the facts in the case.

Scheduling of the hearing for July 2 was the result of a general mis- (Continued on Page 8)

Willett Brown Appointed Vice-Pres. of Don Lee

West Coast Bureau, *RADIO DAILY*
Los Angeles—Willett Brown, assistant to general manager Lewis Allen Weiss of the KHJ-Don Lee chain, has been appointed a vice-president of the network.

★ THE WEEK IN RADIO ★

... NBC Spreads the Blue

By M. H. SHAPIRO

EXPANSION of the NBC-Blue network, more or less continuous in the making, took the long expected turn to the deep south and 10 outlets came into the fold. The many station relations men at the recent NAB meet, and the huddles there, worked toward this end...

Labor situation is beginning to make itself felt both in the ranks of the broadcasting stations and indirectly through strikes in plants in or affecting sponsors... at least three national accounts cancelled radio activities as a result of strikes in the

automotive industry...WGAR instituted a five-day week...The AGRAP passed a resolution enlarging its scope to take in free-lance script writers, production men, directors and technicians etc...At present AGRAP is not affiliated with either AFL or CIO...WCAU announced a pay rise and five-day 40-hour week for its announcers, on Sept. 1.

Figures compiled by Dun & Bradstreet indicate a possible sale in 1937 of 10,310,000 radio receiving sets... which would mean an increase of

(Continued on Page 2)

CIO Ultimatum

West Coast Bur., *RADIO DAILY*
Los Angeles — KMTR has been given notice by CIO organizer C. H. Jordan that American Radio Telegraphists Ass'n, Local 15, must be recognized as agency for KMTR employees in collective bargaining. R. E. Callister, representing station was given one week to file answer, which will be to the effect that KMTR is not engaged in interstate traffic.



Vol. 2, No. 3 Tues., July 6, 1937 Price 5 Cts.

JOHN W. ALICOATE : : : Publisher

DON CARLE GILLETTE : : : Editor

MARVIN KIRSCH : : : Business Manager

Published daily except Saturdays, Sundays and Holidays at 1501 Broadway, New York, N. Y., by Radio Daily Corp. J. W. Alicoate, President and Publisher; Donald M. Mersereau, Treasurer and General Manager; Chester B. Bahn, Vice-President; Charles A. Alicoate, Secretary; M. H. Shapiro, Associate Editor. Terms (Post free) United States outside of Greater New York, one year, \$5; foreign, year, \$10. Subscriber should remit with order. Address all communications to RADIO DAILY, 1501 Broadway, New York, N. Y. Phone Wisconsin 7-6336, 7-6337, 7-6338. Cable address: Filmday, New York. Hollywood, Calif.—Ralph Wilk and Verne Bailey, 6425 Hollywood Blvd. Phone Granite 6607. Entered as second class matter April 5, 1937, at the postoffice at New York, N. Y., under the act of March 3, 1879.

Kraft Program Renewing On the NBC-Red Network

Kraft Music Hall time has been renewed on the NBC Red Network, Thursdays 10-11 p.m., effective July 29, for 52 weeks. Agency is J. Walter Thompson Co.

Love Bug Bites Two at WLW

Cincinnati — W. K. Hunter, traffic manager of WLW and the "WLW Line," took as his bride Vella Pauley of Iaeger, W. Va. on Saturday at Charleston, W. Va. Eldon Park, program coordinator of the "WLW Line," assisted in the ceremony in the capacity of the groom's best man.

Tom Slater, announcer and news commentator for WLW and WSAI, will march to the altar July 17 in Niles, O., with Helen Knight. Slater met Miss Knight while attending Miami University. She is supervisor of music in the Fostoria, O., public schools.

Quinn in New Philco Post

Frank Quinn, formerly advertising manager of Philco Radio & Television Corp. of New York, has been appointed Eastern division advertising head of the same company. He will be located in the Philadelphia offices. Succeeding Quinn at the New York headquarters will be Robert N. McKinney.

Bob and Margie on WLW Line

Bob Murray and Margie Ann Knapp, who sing on individual WHN programs, were heard together last night in a half-hour program which was sent over the WLW Line at 8-8:30 p.m.

RADIO EVENTS, INC.

AN INDEPENDENT PRODUCING GROUP SERVING ADVERTISING AGENCIES

535 Fifth Avenue, New York, N. Y.

From script to production—that extra something that's good radio

THE WEEK IN RADIO

... NBC Spreads the Blue

(Continued from Page 1)

25 per cent over the peak established last year when 8,248,755 units were sold...Hearst Radio went into larger offices and the move is credited to double the volume of business done the past year as compared to the year before...and expectancy of further increase...Music publishers and writers are still wrangling over the right to collect the electrical transcription fees and each side has submitted an agreement in memo form...each side will probably give and take a little, but two major items are really the bone of contention...

AFM executive board will not meet before July 20 to take up the question of adjusting electrical transcription production and playing of disks on the air...In Tacoma, Federal court reserved decision in the suit brought by Ascaph to test the constitutionality of the anti-Ascaph law recently passed in the state of Washington...additional briefs are being filed...Copyright action in the Capital is unlikely this session, no hearings having been scheduled before

the middle of July on either the Duffy, Sheppard, of Guffey measures...

CBS president William S. Paley sailed for Europe, also several ad agency execs...more names for its Shakespeare cycle announced by CBS, which also has a first rate bally in connection with the series from the Coast...Education in radio due to hit new high, says Washington correspondent, and at the same time NBC signed Dr. James Rowland Angell, retiring president of Yale...NBC has been devoting about 25 per cent of its broadcast time to educational features...which about holds true of CBS as well...Classical music use showed 100 per cent gain on the NBC webs the past year...

WWJ, Detroit, announced a plan to balance radio fare next fall, and whenever one type of show plays a certain half hour, the outlet will flank it with an opposite type of entertainment...Arizona (which has no NAB members) passed a 1 per cent tax on radio advertising...

Budget Bureau Holds Up Government Station Plan

(Continued from Page 1)

ganda there, have completed their reports, Celler told RADIO DAILY.

The State Department, he said, has heartily endorsed objectives of the bill, but has not undertaken to pass upon his proposal for operation of the station by the Navy Department and preparation of programs by the Commissioner of Education.

Television Option Denied

Application filed by General Foods Corp. with NBC requesting option on the first commercial television broadcast has been turned down by the network. Web has had similar requests of this nature in the past. Whole episode was more in the nature of a publicity stunt to draw attention to General Foods' new Maxwell House "Show Boat" program. Ralph Starr Butler, vice-president in charge of advertising for General Foods, made the request to NBC through Roy C. Witmer, network's vice-president in charge of sales.

Chi Park Concerts on Mutual

In addition to NBC and CBS, the Mutual network will carry broadcasts from the summer series being given at Grant Park, Chicago. The series started Friday and will run to Sept. 4, with noted orchestras and conductors appearing.

Sponsor for Rose Kaye

Columbus, O.—Rose Kaye, who edits "Society Page of the Air" over WHKC, has gone under sponsorship of Allemania Building & Loan Co. Program is heard each weekday, 11:15-11:30 a.m.

Theodore Roosevelt Disk Will Be Heard on Mutual

(Continued from Page 1)

on this broadcast. Subsequently the voice of "T.R." Roosevelt will be heard in a plea for fair play and sportsmanship in civic affairs, in what appears to have been the first Presidential "fireside chat". The record was made on an old type wax disk at the Roosevelt home in Oyster Bay, 25 years ago.

Joy Hodges for Stage Musical

West Coast Bureau, RADIO DAILY

Los Angeles—Joy Hodges, who has been appearing with Jimmy Grier on the Joe Penner program, will have the feminine lead in the George Kaufman—Rodgers and Hart musical, "Hold Your Hats Boys," which opens at the Music Box Theater, New York, in October. Joy has also been signed for the feminine in the Buddy DeSylva film musical which he will produce for Universal.

Tobin in "Grand Stand"

Joe Tobin is the new announcer and master of ceremonies on WMCA's three-hour variety show, "Grand Stand and Band Stand," replacing King Lear. Tobin hails from Weymouth, Mass., having started in radio at Station WNAC, Boston, and was connected with a major network in New York before joining the staff of WMCA in April.

KMMJ

Clay Center, Neb.

The favorite family station

COMING and GOING

HENRY SPITZER, executive of Chappel, Crawford and Marlo music companies, leaves tomorrow for Chicago and then on to the west coast, returning to his desk within three weeks.

FIBBER McGEE and MOLLY left California yesterday with HARLOW WILCOX, announcer; BILL THOMPSON, dialectician and DON QUINN, script writer, enroute back to Chicago, from which city their future broadcasts will be aired.

RALPH EDWARDS, CBS announcer, will visit San Francisco on his vacation.

GEORGE J. BUSCH, traffic manager of KSD, St. Louis, is spending his vacation in New York visiting old friends in the entertainment world.

A. J. MOSBY, manager of KGVO, Missoula, Mont., has returned to the station after spending a week in New York setting up plans with his station representative and advertising counsel, Adrian James Flanter. Enroute he stopped off in Chicago to confer with agencies about "It's Barn Dance Tonight."

JIM W. WOODRUFF, station manager of WRBL, Columbus, Ga., arrived in New York on Friday to spend a few days before sailing on his honeymoon to Bermuda.

MAURICE COLEMAN, manager of WATL, Atlanta, has left New York for home after spending a few days contacting agencies and advertisers.

DONALD THOMPSON, WHO, Des Moines, production manager, left that city following the airing of "Leathernecks" on Sunday for a two-week vacation in New York.

VINCENT CONNOLLY, WOR announcer, sailed Saturday on the Champlain to attend the Oxford World Conference on Religion.

PARKYARKUS and the wife, THELMA LEEDS, left Hollywood on Saturday for New York.

DONALD THORNBURGH, CBS vice-president in charge of west coast activities, is enroute to Los Angeles.

FLORENCE MARKS, NBC press, is off on her vacation. TED CHURCH of the same department is due back at work today.

BILL HAUSLER, NBC photo desk, to Washington this week to take pictures of new WRC-WMAL studios.

A. H. "DOC" MORTON, manager of NBC managed and operated stations, visited WBZ in Boston last Friday and spent the Fourth at his summer house on Nantucket Island.

BERNICE CLAIRE planed east Friday from San Francisco to join the St. Louis Municipal Opera Co.

MARTIN SPERZEL, MARSHALL HALL and JACK SMITH, singers featured on the Kate Smith show for the past three years, are in Hollywood and are lined up for some picture work.

THOMAS F. JOYCE, RCA Victor advertising manager, and E. J. ANZOLA of the export advertising department, sailed for Havana on Saturday to attend the convention of RCA Victor dealers.

OVID RISO, export advertising manager of RCA Victor, and HENRY KASNER of the display division left Saturday for Mexico City.

WILLIAM J. AVERY, RCA Victor export merchandise manager, is enroute to Hawaii, Philippines, China and India, while JOHN MIGUEL of the export sales department is visiting Central and South America.

JAMES E. FRANCIS, who heads RCA Photophone's West Coast activities and BARTON KREUZER, in charge of the recording operations there, are returning to Hollywood after spending a week in Camden and New York.

FRANK DEGEZ

CUSTOM CLOTHES

46 WEST 48 ST. NEW YORK

BR yant 9-9746

Outfitter to some of the best Radio Bands on the air—Finest of imported materials with the finest of tailoring plus correctness of style. Priced from \$65 up.

CLOSED SHOP INDICATION IS SEEN IN ASCAP MOVE

(Continued from Page 1)

communication outlines the legislative situation as it confronts the organization, both in Washington and individual states.

Members construe the move as a propaganda idea intended to impress music users with the point that the major portion of the music they play or use is written and published by Ascaph members, and as a result make the general public as well as the trade Ascaph conscious. On the other hand, those not licensed to use Ascaph music for performances for profit, and not wanting to infringe, will be aided by such an imprint.

Non-members of Ascaph among the writers construe the move as a definite sign toward a closed shop.

"Tangled Tunes" Pulls Record Mail for WMT

Cedar Rapids, Ia.—"Tangled Tunes," a 15-minute program now being aired three times weekly over WMT, has in the last two weeks pulled more than 5,000 letters and has climbed from cellar position in mail pull to the top of the first division. From all indications, the show should pull the largest mail count of any program on the air over WMT.

"Tangled Tunes" was the brainchild of Doug Grant, program director for WMT, and features the musical quartet of Peggy Fuller at the piano, Tony Dvorak playing the vibraphone and guitar, George Julis and his accordion, and Verl Stirsky with bass fiddle. Bert Puckett and Benne Alter officiate and carry the keys to the mail bag which is opened every Monday, Wednesday and Friday morning at 11:30 just as the program goes on the air over WMT and KRNT in Des Moines.

Letters are picked at random from the mail bag and without rehearsing and in fifteen seconds by the clock, the quartet must play the number requested or send the lucky person a one dollar bill. Program averages a \$5 give-away on each fifteen minutes of air time. To date, Peggy has received letters from eight mid-western states as well as Canada.

Bert Parks Assigned

Bert Parks has been signed by Gulf Oil to take over the announcing duties on the Sunday night Gulf program for the rest of the series. Harry Von Zell, regular announcer for the series, is acting as emcee during the absence of Phil Baker. Program is aired from 7:30-8 p.m. over a CBS network of 59 stations. Young & Rubicam has the account.

Donald Peterson

PRODUCING

JUNIOR G-MEN of AMERICA

WOR—6:30 P.M.

M.W.F.

NEW PROGRAMS—IDEAS

Bar Association on KSD

A series of programs under the auspices of the Missouri Bar Association, and with the co-operation of KSD, St. Louis, were planned to increase public interest in the legal profession. Among the prominent attorneys who participated on this program were: Harry C. Blanton, United States District Attorney; Kenneth M. Teasdale, president of the Missouri Bar Association; George L. Stemmler, president of the St. Louis Bar Association, and Charles M. Hay, Special Assistant to the United States Attorney General.

"Proud Papas Parade"

P. A. Janik, whose wife surprised him when she gave birth to triplets last Tuesday, went on the air to tell Clevelanders all about it on Wednesday. Janik was one of the first Cleveland fathers to be afforded the opportunity of telling the world about his new offspring on WJAY's "Proud Papas Parade," a feature of the half-hour comedy presentation "Don't Look Now," which is heard Monday through Friday at 4 p.m. EST.

"Don't Look Now" brings to WJAY listeners original jokes and fun-making by Gene LaValle and Jim Sands, who are rated Cleveland's top radio comedians. Louis Rich, UBC maestro, leads his orchestra in appropriate musical selections.

Major Networks to Cover National Youth Congress

(Continued from Page 1)

gress, expressed a willingness to co-operate with leading civic and educational bodies in a national drive for time on the air. Shortly thereafter, NBC announced that Dr. James Rowland Angell, retiring president of Yale, had been signed for the post of educational counselor of NBC.

CBS has as yet made no answer to the proposed plans of the new organization, but will probably await the outcome of the American Youth Congress convention the latter part of this month.

The drive for time on the networks will probably not begin until fall. Leaders have expressed an opinion to the effect that they will probably first contact the FCC with their proposed plans, then take action accordingly.

New CBS Song Series

"Song Time," with Gordon Graham as melody host, starts Monday as a new CBS six-a-week series at 7:15-7:30 p.m. Hollace Shaw and Ray Heatherton will be featured in the first program, followed by Ruth Carhart and Bill Perry on Tuesdays; Patti Chapin and Howard Phillips, Wednesdays; Doris Kerr and Russell Dorr on Thursdays, and Gogo de Lys and Jack Shannon on Fridays. The Saturday show will come from the coast.

John T. Vorpe, WHK-WJAY production manager, authorized the presentation to Janik of an entire box of cigars at the expense of the station. "I don't see why fathers should hand out cigars," he said. "They're the ones who do the suffering. They should be rewarded!"

Meet the Staff

Priding itself on the firm friendship which it holds with the people in its listening area, WPTF, North Carolina's Capitol City station in Raleigh, plans to get better acquainted with its public by presenting various members of the staff in a new series of informal programs, which will begin tomorrow and be heard each Wednesday morning at 10:30 thereafter. J. B. Clark, staff announcer and publicity director, will act as master of ceremonies and interview his co-workers before the microphone, revealing their talents, eccentricities, ambitions, and so on.

Samples Attract Lis'eners

Hal Nichols and Foster Rucker conduct the KFOX "Friendly Store" program, direct broadcast from a Long Beach, Calif. department store. Interviews with store customers are easy to obtain. Women customers forget their "mike fright" when given a sample of beauty aids.

Australian Radio Setup Is Outlined in Survey

A complete and authoritative study of the entire radio set-up in Australia, by W. A. McNair, a director of J. Walter Thompson Australia (Pty) Ltd., has just been published in Sydney. It explains the dual radio system in Australia, where government controlled stations that bar all commercial programs, and privately owned stations that are licensed to broadcast commercially, exist side by side.

The report gives detailed information as to the facilities of all stations in Australia, the power and territory covered by each, and data on the radio audience at various hours of the day, the type of programs now on the air, programs that have proved popular, and the like. Report represents two years of intensive research. Publishers are Angus & Robertson Ltd. of Sydney.

Frank Lewis Joins Mutual

Frank Lewis has joined the WOR-Mutual Artists Service.

LUCILLE & LANNY

"Two Voices and a Pianny"

WJZ-NBC Blue Network

Tuesdays & Thursdays 5-5:15 P.M. E.D.S.T.

Personal Representative
LESTER LEE

RKO Bldg.

New York

"IT CAN BE DONE" SHOW IS SUED FOR PLAGIARISM

(Continued from Page 1)

Samuel J. Schwartzman, alleges that "It Can Be Done" was pirated from a program he submitted to NBC for an audition and also from one he did on WRNY in 1925. Basically the idea is claimed as originating from a book of this same title written by Rothschild in 1925, following his partial recovery from a severe illness. In April, 1933, Rothschild further avers, he auditioned a program entitled "It Can Be Done" at NBC for John Royal, Phillips Carlin, William S. Rainey, et al., and they agreed it had merit and commercial possibilities, also that they would try to sell it.

In 1935, through an associate, the same idea was submitted to BBD&O agency. On April 20, 1937, it is set forth, Household Finance Corp. started a program on the NBC-Blue network which embodied the Rothschild idea completely. Exhibits showing the parallel of the scripts are attached to the complaint, claiming same theme, treatment, etc., and that an infringement exists.

According to Attorney Schwartzman, the show which originates in Chicago NBC studios is claimed by the sponsor to have been built around an idea that took gradual form and was worked out with Edgar Guest.

Kellogg Co. Will Sponsor Fordham Games on WINS

WINS has obtained exclusive broadcasting rights to all Fordham football games for 1937 season and they will be sponsored by the Kellogg Co. This marks the first commercial sponsorship of the Fordham games.

Among games to be heard over WINS are the Franklin & Marshall, Pittsburgh, TCU, Purdue and St. Mary's games, all at the Polo Grounds, and the North Carolina game direct from Chapel Hill.

There is no Substitute
for Coverage

W S Y R

The Voice of Central New York

SYRACUSE, NEW YORK

AGENCIES

LEONARD BUSH, vice-president of the Compton Advertising Agency in New York, is in Hollywood for a week or two looking over the local field and doing a little one man "survey" of his own.

BATTEN, BARTON, DURSTINE & OSBORN, following a six months' study and test in Peoria, Ill., on behalf of the National Leather & Shoe Finders Ass'n, will handle a \$467,000 cooperative campaign planned by the group. R. F. Branch is account executive.

NORMAN B. FURMAN INC. is now handling the account of Hanfords Sweet Butter Co., formerly handled by Young & Rubicam.

FULLER & SMITH & ROSS will conduct the advertising promotion campaign for The Digest, new title of the merged Literary Digest and Review of Reviews. J. D. Adams is account executive, with Harry Price, advertising manager of The Digest, in charge.

W. H. SADLER, formerly connected with the Detroit and Philadelphia offices of N. W. Ayer & Son, has been appointed director of public relations for the Edward G. Budd Manufacturing Co., Philadelphia.

GEORGE TRIMBLE, director of media for Marshalk & Pratt agency, spent a day in Des Moines last week with Craig Lawrence, KSO-KRNT commercial manager, looking over the Iowa Network setup, the Des Moines Register and Tribune and Meredith publications offices.

Circus Aired by WCBS

Springfield, Ill.—Visit of the Hagenbeck-Wallace Circus here last week provided an unusually interesting broadcast for WCBS, with John Corrigan, program director and announcer, and David Meyer, circus publicity manager and commentator, cooperating in giving listeners the word picture.

Besides telling about the various circus features as they appeared in the arena, "Poodles" Hanneford and other celebrities of the sawdust ring were interviewed.

An interesting sidelight was the shooting of a motion picture sequence by M-G-M for its forthcoming film, "Here Today, Gone Tomorrow," and these activities also were described.

Femme Newscaster for WCAU

Philadelphia—Lucy A. Goldsmith, considered an authority in international business affairs, joins the WCAU staff today to become the station's first woman news commentator. She was the first woman export manager in this country.

New Thesaurus Subscribers

New subscribers to NBC Thesaurus are KVOR, Colorado Springs; KFXD, Nampa; KFAL, Salina. KVOR and KFAL begin the service on the 15th of the month. KFXD starts on the 20th. Renewal has been signed by CKQC, Saskatoon.



PETTY CASH VOUCHER Week Ending July 2nd

● ● ● Saturday....In the afternoon we drive out to the Riviera in our new car just to see the view from there while the sun sets and we encounter Taps....From there to the New Yorker and Gus Arnheim's music....Later at Lindy's we see the William Farmers with Shirley Brown and Ruby Bloom....As the downpour begins we start for Conn. and drive listening to Stan Shaw's "Millman's Matinee" until 5 a.m., when we throw stones on Lester Lee's window to awaken him.

● ● ● Sunday....Word reaches us that Vilma Ebsen, who in private life is Mrs. Robert Emmet Dolan, wife of the Sealtest conductor, has been signed for the new Howard Dietz-Arthur Schwartz musical, "Between the Devil", which will star Jack Buchanan and Evelyn Laye....With the Lees we drive to the Arnold Johnson estate in Redding Ridge which was built at a cost of \$365,000!

● ● ● Monday....We hear from Raleigh, N. C., that the mike-men of WPTF there voted Harry Von Zell the best all-round announcer in radio, while Les Biehl chose Howard Claney for his diction and Wes Wallace likes Milton Cross because of his musical inclinations, while Graham Poyner chose Nelson Case and Paul Douglas....J. B. Clark, Jimmy Little and Clay Daniel picked Von Zell and second place to Ken Carpenter....Later we meet Harry walking east on 49th Street and he answers our request for news with a shrug of shoulders. "Nothing ever happens to me, Scoops".

● ● ● Tuesday....Nick Kenny in Dave's tells us that his song-writing partner (and brother), Charlie, is organizing a band....For dinner at Bob Goldstein's where he is entertaining Joe Pincus of 20th Century-Fox and Irving Hoffman....S. E. Ackerman writes to admit that she wasn't the originator of "Time Marches On" but a friend did....Bert Gordon threatens to sue RKO for "misrepresenting him" in "New Faces".

● ● ● Wednesday....Sid Gary screams about a review and some one points out that every other critic had the same opinion....If he could only transplant his humor from Lindy's to the air, Gary would be sensational....For a real thrill you must read "Mussolini of Music" in the July Esquire. It's about Jimmy Petrillo of Chi.

● ● ● Thursday....Milton Berle, after seeing his picture debut, admits that the picture isn't a sensation, but very entertaining. Jimmy Fidler gave it four bells....At the Pavilion Royal opening for Tommy Dorsey and Al Shayne, the singer ties the show up in a knot with seven songs which the audience clamored for and thus bears out our previous raves....Among the guests present were Sam Lyons, Lennie Hayton and his wife, Harry Link, Mack Goldman, Shep Fields, Lee Wiley, Mac and Buddy Green, Belle Baker, Teddy Powell, Jack Bregman, Charlie Warren, Audree Collins and hundreds of others....Wini Shaw got up to sing "They Can't Take That Away From Me" and thrilled the assemblage with her sober rendition in a Helen Morgan style....Del Casino comes out on the floor playing a "hi-li" and we noticed that no one thought of calling upon Howard Phillips who was present....In town we hear from Moses Gumble and Elmer White that Rudy Vallee was great at the Jack Osterman affair and that the crooner publicly stated that Jack could come on his show any time he wanted!

● ● ● Friday....Harry Salter at lunch thrilled over his click on "Hit Parade", while Bill Weisman pays for Bert Lehar's lunch because it was a girl....Kid brother graduates from law school and we buy him a thousand ENGRAVED calling cards with "L.L.B." on them....Henry Spitzer plans his westward trek.
TOTAL EXPENSE.....Five dollars for the calling cards.
AUDITOR'S REMARKS.....Request denied!.....Only a hitch-hiker will know the cards are engraved—because they "thumb" their way across!

★ F. C. C. ★ ACTIVITIES

APPLICATIONS RECEIVED

National Broadcasting Co., Bellmore, N. Y. CP for new low frequency relay station. 1606, 2022, 2102, 2758 kc., 500 watts. License to cover same.

Fred M. Weil, Grand Coulee, Wash. CP for new station. 1420 kc., 100 watts, 250 watts LS., unlimited.

Western Audiphone Co., Ottuwa, Ia. CP for new station. 1420 kc., 100 watts, unlimited.

HEARINGS SCHEDULED

Today: Arthur Lucas, Savannah. CP for new station. 1310 kc., 100 watts, unlimited. WDNC, Durham, N. C. CP for change in frequency and power to 600 kc., 1 KW., unlimited.

WBNS, Columbus, O. CP for change in power to 1 KW., 5 KW. LS., 1430 kc., unlimited.

July 7: Galesburg Broadcasting Co., Galesburg, Ill. CP for new station. 1500 kc., 250 watts, daytime.

July 8: KPQ, Wenatchee, Wash. CP for change in frequency and power to 1360 kc., 1 KW., unlimited.

WKOK, Sunbury, Pa. Mod. of license to change hours of operation to unlimited. 1210 kc., 100 watts.

July 9: Great Lakes Broadcasting Corp., Cleveland. CP for new station. 1270 kc., 1 KW., 5 KW. LS., unlimited.

Athens Times, Inc., Athens, Ga. CP for new station. 1210 kc., 100 watts, 250 watts LS., unlimited.

July 15: El Paso Broadcasting Co., El Paso. CP for new station. 940 kc., 1 KW., unlimited.

World Publishing Co., Tulsa. CP for new station. 940 kc., 1 KW., 5 KW. LS., unlimited.

KGKL, San Angelo, Tex. CP for change in frequency and power to 940 kc., 1 KW., 5 KW., LS., unlimited.

Tribune Co., Tampa. CP for new station. 940 kc., 1 KW., 5 KW. LS., unlimited.

Sept. 9: Frontier Broadcasting Co., Cheyenne, Wyo. CP for new station. 1420 kc., 100 watts, 250 watts LS., unlimited.

The Journal Co., Milwaukee. CP for new station. 1570 kc., 1 KW., unlimited.

Mid-Atlantic Corp., Washington. CP for new station. 1570 kc., 1 KW., unlimited.

Trenton Times, Trenton. CP for new station. 1570 kc., 250 watts, unlimited.

Metropolis Co., Jacksonville, Fla. CP for new station. 1290 kc., 250 watts, unlimited.

Sept. 10: Citizens Broadcasting Corp., Schenectady. CP for new station. 1240 kc., 1 KW., 5 KW. LS., unlimited.

Hearst Radio Inc., Albany. CP for new station. 1240 kc., 1 KW., unlimited.

Thomas J. Watson, Endicott, N. Y. CP for new station. 1240 kc., 1 KW., unlimited.

C. P. Sudweeks, Spokane. CP for new station. 950 kc., 500 watts, 1 KW. LS., unlimited.

EXAMINER'S RECOMMENDATION

KRKK, Los Angeles. Auth. to transfer control of corp. to J. F. Burke and Loyal King be denied.

KYW Artists in Stage Show

Philadelphia — An all-star radio revue, produced by the KYW Artists Bureau, will be presented at the downtown Earle Theater during the week of July 9. Henry Armetta, screen star, shares the billing with the KYW contingent, including the Tell Sisters, Burt Balus, Three Naturals, Three Swanks, Ralph Elsmore, Bonnie Stuart, LeRoy Miller, and a staff announcer.

Two New WHN Series

A new series of variety programs, coming over the WLW Line from Cincinnati, started yesterday on WHN. Frim Sisters were heard yesterday, Three Spades will be on today, Allen Werner tomorrow and the Frim Sisters again Friday, all at 1-1:15 p.m.

"Racing Results," daily sports program with Jimmy Winchester at the mike, also began on WHN yesterday at 7:15-7:30 p.m.

WITH THE ☆ WOMEN ☆

By ADELE ALLERHAND

FLAMMER Music Publishing outfit to take the ether in the Fall....Della Akeley, femme explorer, to offer her version of "what it takes" on Frankie Basch's "Success Stories" tomorrow at 8:45 over WMCA...."Myrt & Marge"-iana...."Marge" giving a preview of silver foxes which become hers officially July 8, her birthday....Eve Evenson, the "Hel-mie" of the program, had an eye operation last week of which only a few friends were cognizant....she's feeling better, thank you....WNEW's music librarian, Kay Reed, who also provides musical atmosphere, via the organ, for that station's "Shakespeare a la Carte", was once a thespienne with a Shakespearean troupe up Boston-way....That anonymous voice on WNYC belongs to Armand Vecsey, Jr., who's been getting mike-experience that way....He's the ork leader's son and has a few orchestra plans of his own, from all indications....

▼ ▼

Anna Roselle, ex-Met vocalizer, who's recently warbled at the Music Hall and on the Music Hall radio program, will do a repeat on the latter July 11...."Trouble House's" Carlton Young is pappy to an 8 pound boy, yclept Carlton Leonard Young....Mary Halpin, sec to J. W. McIver, Maxon account executive of General Electric "Hour of Charm", was married Saturday to Alexander T. McLean of Bayside, L. I....Robert Allison of that agency was the house-guest of Mr. and Mrs. H. J. Heinz for the week-end, Mr. Heinz having been a classmate of his at Yale....When Sid (WNEW) Schwartz celebrated his birthday t'other day his spouse surprised him with some Kent brushes she'd ordered from Havana months ago....

▼ ▼

What the well-dressed musician will wear seems to be a matter for feminine concern, with Vincent Travers selecting groups of showgirls each week to give the ork lads pointers on grooming....The Travers contingent parades before the lasses and any defects are pointed out with a view to immediate betterment....Evelyn Nesbit, beauty and storm-center of a quarter-century ago, was Adam Miller's guest on his "Theater Guide" program Saturday....One of the few femmes who can prove her contention that she was in the original "Floradora" sextette....

STATIONS OF AMERICA

Highlights in the Development of Outstanding U. S. Radio Stations:
No. 48 of a Series

WKY—Oklahoma City

900 Kilocycles—5,000 Watts L.S.

E. K. GAYLORD, Pres. EDGAR T. BELL, Sec.-Treas.
GAYLE V. GRUBB, Station Mgr.

WKY lays claim to being the third oldest commercial broadcasting station in the U. S. It was established early in 1920 by Earl C. Hull, its present chief engineer, only a short time after KDKA went on the air. Its first studio was the living room of Hull's home; its first plant, the garage in his backyard.

Today it possesses the most modern studios in the southwest, complete in 1936 and occupying an entire floor in the Skirvin Tower Hotel. Its new high-fidelity transmitter is located in the midst of a landscaped private park west of Oklahoma City.

WKY is affiliated with the National Broadcasting Co. and carries programs from both the Red and Blue networks. Its local shows and its promotion programs are of such calibre that it was awarded a plaque for showmanship in 1936, in the newspaper-owned station classification.

A recent power increase to 5,000 watts, daytime, gives the station virtually state-wide coverage, with additional coverage areas in sections of Kansas and Texas. High-fidelity transmission and efficient engineering give it a consistent night-time coverage of virtually all of central and western Oklahoma and sections of Kansas and Texas. WKY operates an ultra high frequency station, W5XAU. Associated with WKY in management also are KVOR, Colorado Springs, Colo., and KLZ, Denver.

ORCHESTRAS - MUSIC

TED LEWIS and ork, who inaugurated an engagement on the Hotel Astor Roof Monday night, begin their local broadcasting activities with a special half-hour short-wave broadcast to London tonight, 6:30-7, with the last 15 minutes of the program aired via WABC and the Columbia network. Subsequently Lewis will be heard regularly over CBS network Fridays at 11-11:30 p.m. and Saturdays at 7-7:30 p.m., also Thursday nights over WOR and Mutual.

Rene Williams and his concert ork return to KFOX and the airwaves after a short absence from broadcasting, to be ethered Sunday evening at 7:30.

"Old Man Moon," song from the new Hal Roach-M-G-M picture, "Topper," and touted as one of the potential hits of 1937, received its first commercial broadcast on Sunday evening when it was played by Dave Rubinoff on the Chevrolet CBS program. "Old Man Moon" was written for the new film by Hoagy Carmichael, composer of "Little Old Lady" and "Stardust."

Victor Bay, musical director of the CBS Shakespearean drama series, which begins its broadcasts July 12, has been with Columbia since its inception. He began as first violin in the Howard Barlow musical aggregation, then achieved promotion to a musical directorship.

ADOLF SCHMID

Conducting—Orchestration

INSTITUTE OF MUSICAL ART

JUILLIARD SCHOOL OF MUSIC

New York City

NEW BUSINESS

Signed by Stations

Boston

WBZ-WBZA: Procter & Gamble (Drene), 39 quarter-hour ETs, through H. W. Kastor & Sons, Chicago; Raymer & Bros., Pittsburgh (Lem-n-Blend), through Walker & Dunning, Pittsburgh; Western Growers Protective Ass'n, through J. Walter Thompson, San Francisco.

WCOP: Penrad Oil, 180 announcements, through Jay Lewis Associates, New York; International Ladies Garment Workers Union, New York, registered for 13 weeks.

WCOP: Voice of Labor, through J. Viola, New York; New England Tel. & Tel., through Doremus & Co., Boston.

San Francisco

KPO: Richfield Oil Corp., through Hixson-O'Donnell Advertising Inc., Los Angeles; Duart Sales Co. Ltd., through Howard E. Williams, San Francisco; Pacquin Laboratories Inc., through William Esty & Co., New York.

KGO: Dorothy Perkins Co., Inc., through The Ridgway Co., Inc., St. Louis; The Mentholatum Co., through Dillard Jacobs Agency Inc., Atlanta; Procter & Gamble Co., through Blackett-Sample-Hummert, Chicago.

KJBS: Morris Plan, through Leon Livingston agency; Howard Clothing, through J. H. Diamond & Co.

WPTF, Raleigh

Procter & Gamble (Ivory soap), "Gospel Singer"; General Foods (Huskies), Bob Ripley, starting July 16; Quaker Oats, "Kaltenmeyer's Kindergarten."

WOR, New York

Baldwin Laboratories (Dwin-insecticide), Saegertown, Pa., through The Young Co., Erie, Pa., participations; Pioneer Division of Borden Co., through Pedlar & Ryan.

WPEN, Philadelphia

Italian Swiss Colony Wine Co., daily show for 52 weeks, originating from studios of WRAX, through Norman B. Thurman Adv'g Agency, New York.

WGN, Chicago

Benrus Watch Co., 52 weeks, time signals, through Brown & Tarcher, New York.



WILSON - ROBERTSON INC

RADIO REPRESENTATIVES

CHICAGO

NEW YORK

KANSAS CITY

F. T. C. CASES**Cease and Desist Orders**

Oneida, Ltd., Oneida, N. Y. (silver-plated ware), has entered into a stipulation with the Federal Trade Commission to discontinue certain false and misleading advertising representations. This company distributes its products under the names of two of its subsidiary corporations, William A. Rogers, Ltd., and Simeon L. & George H. Rogers Co. The term "Special Sale" will no longer be used by the respondent company as descriptive of the price at which its products are sold, when in fact the so-called special sale price is not "special," but is the regular price.

Crystalltone Radio Corp., New York, has been ordered by the Federal Trade Commission to discontinue misleading uses of certain well known trade names in the sale of radio sets and appliances. Samuel Glick, of the same address, trading as Pontiac Radio Co., and acting as an officer and director of the Crystalltone company, is also named as a respondent. The order directs the respondents to stop using the trade names Edison, Victor or Brunswick or other trade names or marks of which they are not the legal owners, without the permission of the lawful owners thereof.

BOSTON

Richard S. Humphrey, president of the H. B. Humphrey Co., advertising agency, announces the election as vice-presidents of Julian L. Watkins, copy chief, account executive and a member of the board of directors, and John Chase Strouse, account executive. The latter has also been named to the board of directors. Both men have been associated with the company for four years.

Mr. and Mrs. Joseph L. Badger (he's head of the advertising agency of Badger & Browning) Boston, have sailed for a month's motor tour through France.

Frankie Doyle, tenor, heard regularly in song recitals through WORL, and Arthur Kohler, pianist with Joe O'Leary's Irish Minstrels for the past 20 years, are at present filling an engagement at the Wagon Wheels, the home town of both performers.

On vacations at WBZ are Ruth Higgins, secretary to office manager Cy Young, and sales manager Gordon B. Ewing.

The Happy Sisters, Olive, Muriel and Estelle, popular WBZ artists, go to New York for a week's engagement at Loew's State Theater with Arnold Johnson's orchestra. Will open on July 8.

Arthur F. Edes, program director at WEEI, will conduct a special summer course in radio at Emerson College here. His regular course will again open in the Fall.

Jean Lee, Roy Marks' secretary at WEEI, back from vacation.

**HAL KEMP - ALICE FAYE**

Liggett & Myers (Chesterfield)
WABC-CBS network, Fridays,
8:30-9 p.m.
Newell-Emmett Co. Inc.

HANDICAPPED START MADE BY SHOW WITH OBVIOUSLY GOOD POSSIBILITIES.

Though it has the makings of a first-rate musical show, this new Chesterfield program from Hollywood got off to a rather weak start last Friday night. Miss Faye appeared nervous—it is understood that earlier in the day she had a fainting spell on the movie lot where she is making a picture. This possibly explains the program's rather loose continuity, some raggedness in presentation and even the fumbling of a song cue by Alice Faye.

Only three brief numbers were sung by Miss Faye in the course of the half-hour show. "There's A Lull In My Life" was preceded by a brief dramatic prologue, and the others were "They All Laughed" and "Goodnight, My Love," all with choral backing. A male vocalist also came in for a trio of songs.

Hal Kemp's orchestra dispensed real melodic music, smoothly played and nicely modulated, so there was no complaint on this score. The interpolated dialogue, however, was weak.

OLSEN AND JOHNSON

Richfield Oil Corp.
KFI—Pacific Coast NBC-Red network,
Wednesdays, 7:30-8 p.m.
PST.

VARIETY SHOW MAKES FAIR START AND SHOULD WHIP INTO SHAPE OKAY.

Richfield Oil, consistent user of radio time for several years, evidently upped previous budgets for this show, and signed Olsen and Johnson, Gertrude Neisen, George Hamilton and his band, Eddie Kane and others.

Olsen and Johnson have done some radio guest-ing, thereby learning a thing or two, and they appropriately moderated the tempo and timing of their well-known stage antics. Should become as "standard" in radio as they have been for years in theaters. Miss Neisen sang "Where Are You" and "St. Louis Blues" in her accustomed manner, and George Hamilton gave a good account of himself with some novel arrangements.

The producer, however, lacked something in originality, taking, as he did, production gags from most of the top-notchers.

Tommy Dorsey

For a nation that has gone sluggish over swing, the summer substitute for Jack Pearl's comedy on the Kool-Raleigh Friday nights, WJZ-NBC Blue, 10-10:30, will fulfill more than is required. Tommy Dorsey, a

foremost exponent of swing, began this new series with "Song of India" and "Marie," tunes he recorded on wax which are selling throughout the country. Edythe Wright and Jack Leonard, with the Three Esquires, have numbers of their own which they do in grand style, backed up by this great band. Tommy is cut in for a few lines of introducing, which he handles well. Another hold-over from the previous series is Morton Bowe, as fine a tenor as you could want. However, Bowe's offerings of "Hum a Waltz" and Victor Herbert's "I'm Falling in Love" were out of place in this present set-up. It slowed the pace of an otherwise fast-moving show. Also, mention must be made of the commercials ably handled by Paul Stewart. After hearing these, one wonders if the program isn't sponsored by a premium concern rather than a ciggie outfit, since so much is stressed on the gifts one obtains from the coupons.

Victor Bay

Victor Bay and his orchestra last Thursday gave listeners a preview of the music to be played on the Shakespeare series which will begin July 12 over the CBS web. Music was taken from the 16th and 17th centuries and should go well with the dramas to be presented. Bay is a fine musician, and conducts his orchestra through the intricate passages smoothly and efficiently. Broadcast was a special feature of the CBS web, and immediately following the airing Bay prepared to leave for Hollywood to begin work on the new series which he will direct.

Mildred Fenton

Although the two brief numbers which she sang on Friday afternoon's 15-minute spot over WJZ, at 5-5:15 p.m., with The Manhatters orchestra, did not give a very conclusive impression of her talents, this vocalist sounds as though she has the necessary stuff. Her first song was in the blue line, something about Gabriel, and a little later she did a somewhat milder number, exhibiting quite good registry in both cases, though her voice and mike style are still in need of some development.

"Youth and Crime"

Henry W. Nichols, featured speaker on last week's broadcast, of this new WMCA sustainer, Thursdays at 9-9:15 p.m., brought a convincing message to Young America. His speech, entitled "Childhood Insurance Against Crime," brought home the dire need for social work among the poorer classes of adolescents. The series has a definite purpose on the

GUEST-ING

WALTER CASSEL, on Nellie Revell program, July 13 (NBC-Red, 5 p.m.).

LUCY MONROE and GUS VAN, on Ben Bernie program, July 13 (NBC-Blue, 9 p.m.).

LINA CAVALIERI, opera singer; COUNTESS WALDECK, lecturer and writer, and OLIVER WHITING, BBC commentator, on "Let's Talk It Over," July 12 (NBC-Blue, 3:30 p.m.).

TIM HEALY, on "Hobby Lobby," today (WOR, 10:30 p.m.).

JEANNINE, former WLW singer who was recently signed by Columbia Artists Inc., has been set for two appearances on the Ford Sunday Evening Hour, July 4 and 11. Deal was set by Mack Davis, newly appointed head of the bureau.

TOMMY DORSEY, GOGO DE LYS, JOHN CALLI and TONY GATUSO, on Swing Club, July 10 (CBS, 8 p.m.).

DOUGLAS FAIRBANKS JR., LOUIS ARMSTRONG, ROBERT IRWIN and ADELAIDE KLEIN on Vallee Varieties, July 8 (NBC-Red, 8 p.m.).

MAY ROBSON and JEAN MUIR, on Sealtest Party originating from Cleveland exposition, July 11 (NBC-Red, 10 p.m.).

BEATRICE KAY, TEX LEWIS and his Wranglers, HAL GORDON and CASPER REARDON, on Town Hall Tonight, July 14 (NBC-Red, 9 p.m.).

GLADYS GEORGE, in "Personal Appearance," on Chase & Sanborn Hour, July 11 (NBC-Red, 8 p.m.).

DUKE ELLINGTON, on "Broadway Melody," tomorrow (WHN-WOR, 8 p.m.).

Whiteman NBC Airing Delayed

Fort Worth—The first of the twice-weekly NBC broadcasts by Paul Whiteman and his orchestra was postponed from June 30 to July 7, with the second broadcast set for July 10. These half-hour programs will be heard each Wednesday and Saturday through July and August, and will originate in the new Gulf Radio studio being installed on the grounds of the Fort Worth Frontier Fiesta, where Paul Whiteman is playing for Casa Manana Revue.

air and is doing a fine job of character building.

Patricia Ryan

Not much different from quite a batch of other young singers in the more or less torch line, this vocalist, caught Saturday at 11-11:15 a.m. on WJZ-NBC Blue, did very nicely by a couple of numbers, "Too Marvelous for Words" and "I'm Bubbling Over." Miss Ryan has a pleasing voice, a little fuller than most contemporary newcomers, and the samples she gave on this program augur very favorably for her.



HENRY BUSSE, who returned to Chez Paree over the week end, will provide music for Fibber McGee and Molly when they return to Chicago from Hollywood on July 12. Thereafter Ted Weems will again be their music master.

Clark Dennis, NBC tenor, off on a motor vacation which takes him first to the Texas exposition and then to the North woods in Michigan. Due back July 17.

Don Bolt, formerly news announcer at KMBC, Kansas City, now handling "News to You" over WMAQ.

"Feather for Luck," a new serial by Margaret Thomsen Raymond, will be aired over NBC Blue starting Monday July 5. Show is replacing Linda Fairchild's "Mother," which is folding. It's a sustainer for the present.

Dick Marvin, radio chief of J. Walter Thompson, heading for Dallas tomorrow to do some recordings for accounts there.

Jim Dudley, Brooks Connolly and Al Hollender of WIND risked plenty to broadcast the reopening of the Inland Steel company plant at Indiana Harbor after the strike.

Roger Pryor's band and Will Osborne made one-day stands, respectively, at Aragon and Trianon on the Fourth. Dick Jurgens is opening for a stretch at Trianon on July 31.

Truman Bradley, WBBM commentator, will get only one day vacations this summer as his News Review for American Family has just been renewed for almost a full year ahead.

Youngest "idea man" in Chicago radio circles is Kaye Brinker's three-year-old Sonya. Her bright sayings and antics furnish inspiration for many an idea on Kaye's "Every Woman."

Walter Steindel, WLS orchestra pianist, directed his band in the Grant Park concert yesterday.

Ed Paul, WLS announcer, started July 4 for vacation at Estes Park, Colo.

Jimmy Evans, former Northwestern football ace, has a new Sunday evening sports review on WCFL.

Clara Nell, WBBM continuity editor, off on vacation to San Francisco and Los Angeles.

Bob Hafter, WBBM production chief, wants to trade his cabin in the Ozarks for a cabin cruiser.

Roy Glahn and Harry Creighton of WAAF started vacations on the Fourth.

The Novelodeons of the WLS Barn Dance crew off for personal appearances at Tuscola, Ill.

Tasteyesters Booked

Tasteyesters, vocal combination, have been set for the Michigan Theater, Detroit, the week of July 16, booked by Henry Frankel of the WOR Artists Bureau.

★ PROMOTION ★

"Show Boat" Handbills

White and colored handbills, illustrated with oldtime style drawings typical of the old showboat days, and using text matter and type to fit the same mood, are being distributed via the Benton & Bowles agency in behalf of Maxwell House's new edition of "Show Boat" which begins airing from Hollywood on July 8 over the NBC-Red network.

Captain Henry (Charles Winninger) and other members of the cast are duly exploited on the colorful sheets, and the various component parts of the "terrific," "colossal" and "stupendous" production are briefly described in a manner that is calculated to induce listening.

Mutual Network Booklet

The Mutual Broadcasting System last week released a 45-page booklet called "Along Different Lines," pointing out the manner in which Mutual differs from other major networks and the results made possible by these differences. The booklet lists seven services offered advertisers by Mutual, illustrating each with the story of an advertiser who selected each service.

PHILADELPHIA

Birthday greetings are in order for George H. Johnson, member of the Board of Directors of WFIL and president of the Lit Brothers store, part owner of station.

Elliot Lester, master of the current events bee heard on WFIL, is an English teacher at Central High School. But in his spare moments, he has found time to write numerous magazine articles and stories, two successful Broadway plays and at least one of his Hollywood scenario efforts have found their way to the silver screen.

Edynfed Lewis, former general manager of WFI, which joined with WLIT to form WFIL, is handling the music portion of the Demi-Heure program on WFIL, sponsored by the Strawbridge & Clothier department store.

Announcer Vernon Crawford and chief engineer Frank V. Becker give a weekly graphic word picture of the progress being made in the construction of WFIL's new studio plant.

Margolis & Co., sponsoring a quarter hour foreign language dramatic show over WDAS, will increase the show to 30 minutes next month. Product is Y.P.M. whiskey. Program features the Jewish Guild Theater, directed by David Gerber.

Marie Schaefer, blues singer, and Nat Ragone, pianist, staff artists at the experimental studios of Farnsworth Television Corporation, are presenting a weekly radio series over WHAT as The Televisionairs.

Vincent Travers, New York's French Casino maestro, at WCAU auditioning for the Pennsylvania State publicity programs to be presented over CBS this fall.

WBZ Sales Magazine

"The Air Way to Sales" is the title of a new picture magazine just launched by WBZ, Boston.

The magazine is designed to attract clients and prospects interest in the facilities and programs of WBZ-WBZA. "The Air Way" is to be a monthly house organ of the NBC Boston office. It is edited by George A. Harder.

WBZ-WBZA House Organ

WBZ-WBZA, Boston-Springfield, has released the first issue of its new house organ. Booklet is pocket edition in size and devoted to picture layout. First edition, printed on glossy paper, ran 12 pages. George Harder, WBZ-WBZA press head, is editor.

Typewriter Award

Contest conducted over WOR by Fischer Baking Co. for a best letter, in tieup with the "Junior G Man" program resulted a portable typewriter being presented to the winner last Saturday. Jerry Hughes of Remington Rand, Inc., made the presentation.

SAN FRANCISCO

Ernest Gill, conductor of NBC's "California Concert," was called back from his holiday to conduct the S. F. portion of Sunday's Independence Day program.

Theresa Aezer, KFRC music librarian, vacationing in L. A.

Starting July 25, the John Nesbitt "Passing Parade" show is renewed for 52 weeks. Sunday show to use KPO, KFI, KGW, KOMO and KHQ. The Monday repeat show will use KOA, KDYL, WEA, KYW and WMAQ.

Jim Morgan, KSFO prod. mgr., vacationing in H'wood.

Ralph Edwards, former S. F. mike-man, now ace announcer in New York and currently heard on Major Bowes' show, planing westward to spend his vacation here.

It's Mrs. Claude La Belle (not Mrs. Lloyd Yoder) who is Phoebe Clark on the air.

Al White, KSFO ork leader, recovering at home from a cut tendon in his hand. L. M. Madsen is baton waving for him.

Philip G. Lasky, mgr. KSFO, skedded to be back here from the east July 7.

KJBS has a new Sunday half-hour show called "Golden Treasures" on the David Ross style with Dick De Angelis doing incidental poetry.

James Krieger, young NBC thespian of many local dramatic serials, enters Boalt Law School at the University of California in August. Wants training for an "ace-in-hole."

Paul Pendarvis, dance maestro who left with two of his boys for a Chicago visit on Thursday, denies his band is breaking up.



LUX RADIO THEATER wound up its season Sunday with Robert Montgomery and Madge Evans in "Beau Brummel," plus Amelia Earhart in a talk about her 'round-the-world flight. Producer Cecil B. DeMille and his associates resume the series on Sept. 13.

Much of the Magic Key of RCA program on Sunday emanated from the NBC studios in Hollywood. The West Coast contributions included the inimitable Irvin Cobb; Bobby Breen, singing songs from his current Sol Lesser picture, "Make a Wish," in a salute to the Boy Scouts and their International Jamboree; Marion Claire, soprano, in a song cycle of numbers especially written for the picture by Strauss, and Gertrude Berg of "The Goldbergs" fame, who wrote dialogue for Bobby's latest opus.

The dramatized detective tales of Nick Harris, which have been a popular weekly feature over KFI, Los Angeles, for several years, are now being heard Sundays over NBC's Red Network on the Pacific Coast. This program, which has been authored since its inception by Elizabeth McFadden Wright, also is produced by a woman, Carolyn Caro.

The Hollywood Playhouse, Vine Street, will house the Eddie Cantor Texaco show starting with the performance of July 11. Closed a "long run" at the Wilshire-Ebell with appropriate whoop-de-doo on Sunday.

Victor Young's music for the Jolson show last Tuesday was outstanding as always. The popular Vic now is vacationing somewhere.

Susie McKee, 14-year-old winner of Eddie Cantor's "Saymore Saymore" contest is in town. Eddie is putting her up at the Ambassador and is seeing that she is "wined and dined" like visiting royalty. The young lady is goggle-eyed.

Robert Armbruster, just arrived from New York to take over musical directorship of the W. C. Field's Chase & Sanborn show, threw a cocktail party one day after arrival that was the talk of the town. Drop-ins included about everyone listed in Who's Who in Radio locally.

Joe McElliot, CBS photographic whiz in New York, is another recent arrival. His camera wizardry will be evident in the new KNX-CBS Shakespeare "revival" propaganda. Will be in town three weeks.

Clem McCarthy, ace race track announcer and commentator, officiating for NBC at Bing Crosby's Del Mar track throughout the meet, July 3 to 31, inclusive.

KMTR is again garnering an always interesting and often hilarious half hour show with a perambulating mike at the Egyptian Ballroom, Ocean Park, where a "Walkshow" is now in progress. Stunt being repeated after a successful tryout last year.

NETWORKS CONTINUING INCREASE IN BILLINGS

(Continued from Page 1)

Cumulative total for the first six months of the year is \$14,803,265, up 33.3 per cent over the same period last year.

NBC exceeded \$3,000,000 in June for an increase over June, 1936, of 29.3 per cent. Gross billing for June, 1937 was \$3,003,387. Of this figure, the Red network did \$2,211,560 and the Blue contributed \$791,827. NBC increase over 1936 for the first half of the year is 24.2 per cent.

New "Gold Medal" Setup

"Betty and Bob," "Hymns of All Churches," Betty Crocker and "Arnold Grimm's Daughter," component parts of the "Gold Medal Hour," heard over CBS will be presented at changed times effective July 19. "Gold Medal Hour" will be heard at 1-2 p.m., instead of in the morning, with an afternoon rebroadcast as formerly. "Betty and Bob," five-a-week dramatic script, heard at 1-2 p.m., opens the period, with "Hymns of All Churches" immediately following, on Mondays, Tuesdays and Thursdays and Betty Crocker, cooking expert, on Wednesdays and Fridays. "Arnold Grimm's Daughter," continues the hour at 1:30-1:45 p.m. All of these features will originate in Columbia's Chicago studios.

"Hollywood In Person," replacing "Who's Who In the News," will come from California and will be broadcast during the last 15 minutes. General Mills sponsors "Gold Medal Hour".

Mack Davis Promoted

Lawrence W. Lowman, vice-president in charge of operations of CBS, last week announced appointment of Mack Davis as head of the radio division of Columbia Artists Inc. Davis has been in the CBS bureau since last August and formerly had a talent agency of his own. He will contact advertising agencies and artists for commercial programs. Position as CBS artist bureau head has been vacant since the resignation of Ralph Wonders several months ago. Lowman himself has been in active supervision.

ONE MINUTE INTERVIEW

VINCENT LOPEZ

"Many outcries have been raised against swing. The usual plaint is that melody has been sacrificed. Such people should practice the grand virtue of patience. Just as certain wines sweeten with years, so does fine melodic new music. There were just as many ears unaccustomed to the clatter and clamor of the first stages of jazz."

★ Coast-to-Coast ★

POPULARITY of KDKA's "Strollers Matinee" continues to grow, with 48 NBC stations now carrying the Pittsburgh program. Bob Keller is getting a lot of national praise for his Elmer and Elsie rapid-fire monologs heard on the program. He will headline today's broadcast, along with Fred Lazier and Charles Grayson as guest vocalists.

KSD, St. Louis: Dick Sharp, continuity director, back from a two-week tour of the South, bringing a batch of new ideas. . . Frank Eschen, who has been gaining popularity with his 5:45 p.m. sportcast, now has an additional sports program at 9:15 p.m. daily. . . Kathryn Turney Gerten's previews of the Municipal Opera are getting a good response.

WISN, Milwaukee: Alan Hale, sports commentator, is now president of the Frederic Vacant Lot Baseball Ass'n. . . Conrad Rice, newest announcer on the staff and who handles "Heat Wave," is pinch hitting for Neil Searles on "Even as You and I," while Searles is vacationing in Minneapolis. . . Ann Leslie, dramatic artist, continuity writer and commentator, will spend her vacation in New York picking up household and fashion hints to relay to her 10 a.m. "Scrapbook" listeners.

Jocko Maxwell, sports commentator of WLTH, saluted Gus Mancuso, New York Giants catcher, on the WLTH "Sports Parade" Saturday at 6 p.m.

Governor James V. Allred of Texas has announced his acceptance of the invitation of Clarence E. Linz to appear on the Southland Life Airvue on July 11. The Southland program will be devoted to the Greater Texas and Pan-American Exposition and will be broadcast from the stage of the Melba Theater through WFAA and the Texas Quality Network.

Thomas Anderson, well known Negro actor who recently made a four-thousand-mile tour for the Federal Theater Project in the Negro version of "Macbeth," has been added to the cast of "Louisiana Hayride," heard over the coast-to-coast network of the Mutual system on Saturdays 9-9:30 p.m.

Program Manager John Gihon, KDKA, Pittsburgh, is a grand-daddy.

Starting Aug. 2, "Myrt & Marge," broadcast Mondays through Fridays over the Columbia network, will be heard at 10:15-10:30 a.m., EDST, and will add a re-broadcast to the west at 4-4:15 p.m. The program, sponsored by Colgate-Palmolive-Peet for Super Suds, is currently heard at 2:45-3 p.m. Benton & Bowles is the agency.

Iola Josephson, KFOX actress,

spent her recent vacation at her mountain cabin at Lake Arrowhead.

Because Clay Daniel, vacationing WPTF (Raleigh) announcer, forgot to mail his entry in the Production Department's Summer "Pun Contest," he was hailed into Radio Court by his co-workers on returning and found guilty, much to the mutual delight of Prosecuting Attorney J. B. Clark and Judge Graham Poyner, who had arrived at a verdict before the trial. Sentenced to the ordeal of mailing a pun before resuming his duties, Daniel hied himself to the nearest postoffice forthwith for quick redemption.

Mr. and Mrs. Gene Furgason of Chicago and Mr. and Mrs. James Wade of New York stopped in Richmond on their Southern tour and were entertained at "The Havens" on the Rappahannock River, summer home of Wilbur M. Havens, president of WMBG. Furgason and Wade are connected in an executive capacity with Furgason & Aston, station representatives. Phil Merryman of NBC and Bob Mitchell of WMBG were also guests at the party.

Dorothy Godwin, book commentator and radio talker, will review best sellers each week over the p.a. system in the Fox Theater, St. Louis.

WMBG, Richmond, recently dedicated its new station equipment, along with increased power on 1350 kc. Station is now an NBC outlet. Another recent interesting item at WMBG was the airing of ceremonies dedicating the new Postoffice in Fredericksburg, Va., with Jack Hooper at the mike and Postmaster General Farley among the speakers.

Kenneth Roberts, noted author of historical novels, will make his first radio appearance for NBC on July 8 just prior to an autograph party being given him in Boston. Roberts, who will be interviewed over the NBC-Red network at 6:15 p.m., consented to break the rule of a lifetime as a gesture of appreciation to John F. Royal, NBC vice-president, who helped him get his literary start.

Third university fellowship of 1937 for advanced study in radio broadcasting with NBC has been awarded by the General Education Board, a Rockefeller Foundation, to H. M. Partridge, program director of the New York University Radio Committee. The appointment is for three months, ending Oct. 1.

Joe Rockhold will be chief commentator for WSPD, Toledo, under a new setup, while Stan Babington, in addition to his continuity writing, will turn out copy for a news program formerly broadcast by Ralph Sisson, who has been succeeded on this daily review of local events by

LABOR BOARD TO HEAR WHN-ARTA CASE TODAY

(Continued from Page 1)

understanding. Hearing was originally set for July 1, then it was postponed to July 8. Later date did not meet with plans of Louis K. Sidney, WHN managing director, who wanted to be on the west coast by that time. Sidney now plans to fly to the coast. All the parties concerned, Mervyn Rathbrone, president of the ARTA; Harold Katan, ARTA head of the broadcast division; Sidney and their witnesses were present ready to go ahead with the hearing.

In the ARTA-CBS case, William S. Paley, CBS president, appeared before the NLRB before he sailed for Europe and the ARTA appeared to give its views last Thursday. Understood that CBS is going to fight the case. Network contends that the ARTA should sign up the CBS engineers as a national unit, taking in all its owned and operated stations instead of one station at a time.

Within the next 15 days, according to ruling handed down by the NLRB, RCA Communications must hold an election to determine whether its employees wish the ARTA to represent them. Union claims that they have over 90 per cent of the personnel handling "live-traffic" work, which includes practically everyone except messengers, and it is a foregone conclusion that they will elect the ARTA as its sole bargaining agent.

Join Philly Technical Staffs

Philadelphia—New additions to the technical staff at local stations brings James V. Thunell, Leslie E. Schumann and W. Sheridan Gilbert to KYW and LeRoy Nuss to WIP. Thunell was formerly with WOWO-WGL, Fort Wayne. Schumann was formerly with WHAT. Gilbert was formerly with WBIG. Nuss comes from North Wales, Pa.

Jack Fitzgerald. Edward Ames continues in his regular 10:30 p.m. position, and Elaine Wolf at 11:15 a.m., both of which broadcast news.

Carl Dozer of the WCAE announcing staff, celebrated a birthday last Friday.

CONSOLIDATED RADIO ARTISTS, INC.

30 Rockefeller Plaza, N. Y. • CO. 5-3580
CLEVELAND • CHICAGO • DALLAS • HOLLYWOOD

America's Leading Radio
and Dance Orchestras

BAND OF THE WEEK
JERRY BLAINE
AND HIS
STREAMLINED RHYTHM
ORCHESTRA
PARK CENTRAL HOTEL, N. Y.
NBC NETWORK



RADIO DAILY

Serving the Better Interests of Commercial Radio and Television



VOL. 2, NO. 4

NEW YORK, N. Y., WEDNESDAY, JULY 7, 1937

FIVE CENTS

Labor Case to Washington

SHIFT OF WGAR CONTROL IS AUTHORIZED BY FCC

Washington Bureau, RADIO DAILY
Washington—Reversing the recommendation of FCC Examiner R. L. Walker, the FCC has granted authority to transfer control of WGAR Broadcasting Corp., Cleveland, from G. A. Richards, Leo Fitzpatrick, John F. Patt and P. M. Thomas to WJR, The Goodwill Station, a Michigan corporation. The order is effective Sept. 14. Richards and Fitzpatrick also are the heads of WJR.

3 BIRMINGHAM STATIONS INVOLVED IN SHUFFLE

Birmingham—A change in network affiliations involving all three Birmingham stations, and the possible beginning of a new station, are latest developments in the wholesale shift of hook-ups recently announced.

Effective Aug. 1, if approved by FCC, CBS will have 45 per cent control of WAPI, Alabama's most powerful station and an NBC outlet since its debut. Ed Norton and

(Continued on Page 3)

Stanley Boynton Heads Detroit Radio Agency

Detroit—Stanley Boynton, former advertising and sales promotion manager for WJR, Detroit, has formed a radio time advertising agency known as Aircasters Inc. Officials include Boynton as president; Arthur W. Lenfestey, vice-president; Edwin G. Lenfestey, secretary-treasurer; Har-

(Continued on Page 3)

KDAL Flying Squad

Duluth—For special event stunt purposes, and for handling its own coverage of spot news breaks in the area it serves, KDAL now has a fleet of three planes at the disposal of its special events department. Planes will enable KDAL mike-men to reach scene of news breaks—such as the forest fires which blanketed the area last summer for first-hand.

First Erie Net Feed

Erie, Pa.—For the first time in the history of Erie, an NBC-Blue network program was pumped from WLEU on the "Call of Youth" program. Speaker was Rabbi Curreck, and program hits the air at 12 noon on Saturday.

CBS EVENS UP WITH NBC BY SNEAKING AAU MEET

CBS coverage of the supposedly exclusive NBC A.A.U. track and field meet in Milwaukee last Saturday made front page news for Milwaukee papers. From atop the Apostle's Lutheran Church located outside the Marquette University Stadium, where the meet was held, Ted Husing and Jimmy Dolan, in a crow's nest, covered the event. In the 100 degree heat Husing, with the aid of binoculars and Dolan, broadcast the leading races to CBS audience. WISN, the local CBS affiliate, did not carry the broadcast because its local competitor, WTMJ, an NBC station, was taking the NBC service.

CBS steal of the A.A.U. meet was

(Continued on Page 3)

Fire Destroys KMED; Station To Be Rebuilt

Medford, Ore.—Fire which swept a downtown business block Sunday destroyed KMED. Owner of the station said yesterday that rebuilding will start in two weeks.

Two Newspapers Get Permits For Stations—Three Denied

Washington Bureau, RADIO DAILY
Washington—FCC last week heard five cases wherein applications for new stations by newspapers were concerned. Two applications, those of the Telegraph Herald, Dubuque, Ia., and Times Publishing Co., St. Cloud, Minn., were granted and the

Data in WHN-AFL-ARTA Controversy Is Sent to Washington for Decision Following Board Hearing

WGTM, WILSON, N. C., MAKES DEBUT JULY 18

Wilson, N. C.—WGTM, new station owned and operated by H. W. Wilson and Ben Farmer, signs on for its regular schedule at 9 a.m., July 18. The Grand Opening Program will be at 2 p.m. This will be a two-hour show with many celebrities from all parts of the state participating. A 14-piece orchestra under Hal Thurston, along with organ music and vocalists, will furnish the musical end.

WGTM, which is in the world's greatest tobacco market, will have a staff of trained radio men. United Press teletype news service and MacGregor-Sollie transcription service are included in the studio equipment. Two modern designed studios, reception room, control room and office space, RCA transmitter

(Continued on Page 3)

R. H. Bolling to Manage Blair Office in Detroit

Chicago—R. H. (Skin) Bolling of the local sales staff of John Blair & Co., station reps, will take over management of the Detroit office, succeeding his brother, George Bolling, who takes over the New York post being vacated by Murray Grabhorn. Charles Dilcher, formerly with Scripps-Howard in Dallas, supplants R. H. Bolling here. Mary Duffy also has been added to the local staff.

Three-cornered controversy between WHN, American Federation of Labor and the American Radio Telegraphists Association, a CIO union, was aired yesterday before the National Labor Relation Board. Data will be sent to Washington for final verdict.

Gist of the hearing revolved around refusal of American Federation of Labor to allow ARTA to solicit members in the entertainment field. ARTA had attempted to sign up the engineers in WHN, owned by Loew's Inc. Threat was made then, and reiterated yesterday, by James T. Brennan, I.A.T.S.E., the theatrical

(Continued on Page 3)

WAGA INAUGURAL SHOW SCHEDULED FOR AUG. 1

Atlanta—Construction and installation are being rushed by The Atlanta Journal on its new 1,000-watt station, WAGA, with plans for its inaugural program Aug. 1. Studios and offices will be in the Western Union Bldg. downtown, with transmitter house and 375-ft. vertical antenna

(Continued on Page 3)

Coca Cola Disks Are Set On Limit of 60 Stations

Coca Cola transcriptions have been set now on 60 outlets, which may be the limit decided upon. Disks, placed through D'Arcy agency and World Broadcasting System, feature Singin'

(Continued on Page 3)

Joe Louis, Sponsor

Detroit—Joe Louis, heavyweight champ, is now the sponsor of a 15-minute daily program over WJBK. Titled "Brown Bomber Shambles," and featuring hot transcribed tunes, it advertises his Brown Bomber Chicken Shack. The Louis program is heard at 2:15 a.m. during the Night Owl stretch at WJBK, which is a 24-hour-a-day station.

(Continued on Page 3)



Vol. 2, No. 4 Wed., July 7, 1937 Price 5 Cts.

JOHN W. ALICOATE : : : Publisher

DON CARLE GILLETTE : : : Editor

MARVIN KIRSCH : : : Business Manager

Published daily except Saturdays, Sundays and Holidays at 1501 Broadway, New York, N. Y., by Radio Daily Corp. J. W. Alicoate, President and Publisher; Donald M. Messereau, Treasurer and General Manager; Chester B. Bahn, Vice-President; Charles A. Alicoate, Secretary; M. H. Shapiro, Associate Editor. Terms (Post free) United States outside of Greater New York, one year, \$5; foreign, year, \$10. Subscriber should remit with order. Address all communications to RADIO DAILY, 1501 Broadway, New York, N. Y. Phone Wisconsin 7-6336, 7-6337, 7-6338. Cable address: Filmday, New York. Hollywood, Calif.—Ralph Wilk and Verne Bailey, 6425 Hollywood Blvd. Phone Granite 6607. Entered as second class matter April 5, 1937, at the postoffice at New York, N. Y., under the act of March 3, 1879.

FINANCIAL

(Tuesday, July 6)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Am. Tel. & Tel.	169 1/2	167 1/2	169 1/4	+ 1 3/4
Crosley Radio	21 1/4	21	21 1/4	+ 1
Gen. Electric	54 7/8	53 1/4	54 5/8	+ 1 5/8
North American	25 3/4	25	25 3/4	+ 1 1/2
RCA Common	9 5/8	9	9 1/2	+ 5/8
RCA First Pfd.	69	68 1/2	69	+ 1
RCA \$5 Pfd. B.				
Stewart Warner	17 7/8	17 1/8	17 3/4	+ 3/8
Zenith Radio	35	33 1/2	35	+ 1 1/2

NEW YORK CURB EXCHANGE

Hazeltine Corp.	15 3/4	15 3/4	15 3/4	+ 1/4
Majestic	2 5/8	2 5/8	2 5/8	
Nat. Union Radio	1 7/8	1 3/4	1 7/8	+ 3/8

OVER THE COUNTER

	Bid	Asked
CBS A	28 1/2	30
CBS B	28	29 1/2
Stromberg Carlson	12 1/2	14 1/2

3 Join WTMV Staff

East St. Louis, Ill.—New additions to the WTMV staff include Morrison Parker, announcer, formerly at KCMO; Florence Daniels, continuity writer, and Earl E. Bain, salesman.

New East & Dumke Series

Ed East and Ralph Dumke will be featured in another series for Kellogg cornflakes, according to the terms of contract signed yesterday afternoon. Agency is Kenyon & Eckhardt.

New Quartet on WBAL

Baltimore — "The Melody Men," new WBAL quartet, makes its debut today at 8 p.m. They sing without accompaniment in a new manner originated among themselves. Members of the quartet are El Gary, A. J. Woods, John Evans and Art Meekins.

NETWORK SONG FAVORITES

Following is an accurate list of performances for the week ending July 3, covering songs played from 5 p.m. to 1 a.m. on CBS and two NBC networks. Only compositions played 15 times or more are included. This listing is a regular Tuesday feature in RADIO DAILY. Wed. this week because of Holiday.

Selection	Publisher	Times Played
It Looks Like Rain (Joe Morris Music Co.)		31
Where Or When (Chappell and Co.)		27
Sailboat In The Moonlight (Crawford Music Corp.)		25
Carelessly (Berlin Inc.)		20
Merry Go Round Broke Down (Harms Inc.)		20
Stranger In The Dark (Crawford Music Corp.)		20
All God's Chillum Got Rhythm (Robbins Music Corp.)		19
Toodle Oo (Shapiro Bernstein Corp.)		19
The You And Me That Used To Be (Berlin Inc.)		18
They Can't Take That Away From Me (Chappell & Co.)		18
I Know Now (Remick Music Corp.)		17
There's A Lull In My Life (Robbins Music Corp.)		17
Cause My Baby Says It's So (Remick Music Corp.)		16
September In The Rain (Remick Music Corp.)		16
You'll Never Go To Heaven (Leo Feist Inc.)		16
Miller's Daughter Marianne (Shapiro Bernstein Corp.)		16
Never In A Million Years (Robbins Music Corp.)		15
Sweet Leilani (Select Music Co.)		15
Tomorrow Is Another Day (Robbins Music Corp.)		15

CBS Bureau Signs Dan Seymour

Dan Seymour has been signed by Columbia Artists Inc. under an exclusive management contract. Seymour has been heard as announcer on the Gillette Community Sing program and with Major Bowes, among other shows, relinquishing the Bowes program to accompany the Gillette show to the Coast. With CBS Seymour will have the status of special announcer and will be available for a limited number of commercial spots.

"Five Hours Back" Resuming

NBC on Friday will begin its third summer series of "Five Hours Back," music program featuring Dr. Frank Black and the NBC symphony dance orchestra with specialty artists, for relay to BBC in England. Program will be heard here at 2:30-3 p.m. over NBC-Blue. Carol Weymann, Floyd Sherman and Cavaliers Quartet will appear in the opening show.

Furstenau Joins WHBL

Sheboygan, Wis.—H. P. Furstenau, formerly with WISN, Milwaukee, and also operator of the H. P. Furstenau Agency in Milwaukee, has joined The Sheboygan Press as promotion manager and will direct WHBL there.

All-Star Game on WNEW

WNEW has received permission from NBC to air the All-Star baseball game to be heard tomorrow. This is the first time the station has utilized the networks facilities.

WMCA's Earhart Watch

WMCA, which ordinarily signs off at 1:15 a.m., was on the air until 4:12 a.m. yesterday with intermittent flashes on the search for Amelia Earhart.

Joins WCKY Sales Staff

Cincinnati—Thomas Mitchell, with theaters in this area for the past several years, has been added to the WCKY sales staff headed by Lloyd George Venard.

KGBN Aids Earhart Hunt

KGBN, Honolulu, went into action to aid the hunt for the missing Amelia Earhart, taking and broadcasting messages early yesterday morning. Station's facilities were offered to the government and were accepted. Since then it has been acting as a clearing house for contacting planes and ship sources. Two special programs were broadcast and picked up by the CBS network.

"Music Moods" Off WOR

"Music in Many Moods," Sunday afternoon musicale originating at WOV, will no longer be fed to WOR after July 11. It will continue, however, at the usual time, 1:30-2 p.m., over WOV, and will be fed to WAAB, Boston; WRAX, Philadelphia; and WSPR, Springfield. "Music in Many Moods" is directed by Julio Occhiboi.

Tearle as Shakespeare Narrator

Conway Tearle, has been signed by CBS to act as narrator for its forthcoming Shakespeare cycle. Preceding the series by one day will be a broadcast from Stratford-on-Avon, Sunday at 1:30-2 p.m.

Rev. Jardine on Mutual

Rev. R. Anderson Jardine, who officiated at the Duke of Windsor's marriage, will speak over WOR and the Mutual network Friday at 10-10:30 p.m. Rev. Jardine is here for a visit and lecture tour.

Awarded Radio Plaques

For his coverage at the Spanish front last September, when he took his microphone on the field of battle, H. V. Kaltenborn, CBS commentator, will be awarded a plaque at the National Headliners Frolic in Atlantic City on Saturday. Awards for best domestic radio reporting go to Joseph Eaton and W. L. Coulson of WHAS, Louisville, for January flood coverage.

COMING and GOING

DON C. BRANDES, WCOL (Columbus) salesman, is taking a two-week vacation at his old home in New York.

DICK BARRY is in Atlantic City from Cincinnati, where he recently finished a series of electrical transcriptions for a tire company with the DeVore Sisters and the Eight Stout Men.

LILY PONS goes to Darien, Conn., on Friday to sing as star of a church benefit concert arranged by Frank La Forge, composer.

FANNIE BRICE is en route to the Coast.

WILLIAM A. SCHUDT, JR., general manager of WBT, Charlotte, N. C., is spending a few days at his summer home in Long Island. He motored from Charlotte to New York with BRANDON SMITH.

SHOLEM SECUNDA, musical director of WLTH, Brooklyn, has left for the Coast.

ED ETTINGER of Ruthrauff & Ryan planned to sing as star of a church benefit concert here for six weeks prior to returning to the Al Jolson show.

DON CHESWORTH of KMBC, Kansas City, has left for a two-week vacation near Cape Cod, Mass.

CARL VANDAGRIFT of the WGL, Fort Wayne, Ind., continuity department, has returned to his desk after a vacation.

BILLY KNIGHT, salesman at WTMV, East St. Louis, and LES CROW, news editor, are on vacation. The former to Florida and Crow to Wisconsin.

BILL BARR, who last year with NBC put on the one-man show, "Grandpa Burton", expects to return here next fall from London, where he is airing for BBC.

JIM FLEMING, announcer at WGN, Chicago, is vacationing in New England.

HAROLD FELLOWS, WEEI manager, will be in town today and LINCOLN DELLAR, of CBS station relations department, is back in New York after an extended trip.

C. U. FRICE, manager of KFH, Wichita, is in town.

ROY E. BLOSSOM, manager of WFBM, Indianapolis, is in New York.

CHARLES GAINES of World Broadcasting has left town for one month, on vacation, but will arrive on Coast for a spell.

JAP GUDE of CBS station relations department got back yesterday from swing around southern territory.

DR. JOHN K. CURTIS, attending physician at NBC, left for California vacation with Mrs. Curtis. Dr. D. B. Fishwick, will pinch hit.

CLEM MCCARTHY has returned to New York after airing the Del Mar Race Track opening in California.

FELIX SALMOND, professor of the cello at the Juilliard School of Music, and MRS. SALMOND arrived yesterday aboard the Ile de France from Havre.

TOM MANNING, NBC sports announcer, will fly to Cleveland from Washington to broadcast the Grand Circuit trotting races at North Randall Track on Friday.

Pepper Uppers to Offer Summer Series July 11

Dallas—A new summer series will be inaugurated July 11 by the Pepper Uppers over the Dr. Pepper-Dixie Network. With Jimmie Jefferies as emcee, and Alexander Keese piloting the orchestra, new show will be in a lighter vein and will use guest talent from the Pan-American Exposition here and the Frontier Fiesta in Fort Worth. Jack Arthur will be Sunday's guest.

First in local accounts
in Chicago

WGES

(In the heart of Chicago)

REEVES STUDIO RADIO TRANSCRIPTIONS

Noiseless Film and Wax Recording

ALL WORK GUARANTEED

1600 Broadway ME. 3-1270 New York

WHN-AFL-ARTA DISPUTE GOING TO WASHINGTON

(Continued from Page 1)
and stage hands union, that if WHN allowed the CIO group in the station, the AFL would call a strike in all Loew's theaters in New York.

Brennan admitted on the stand that if the International Brotherhood of Electrical Workers, an AFL union, had attempted to sign up the WHN members, no protest would have been made to the station. Brennan said that "95 per cent of the artists in the entertainment field are affiliated with the AFL." It was for this reason that the I.A.T.S.E. would not condone the CIO union in the field.

Testimony was also taken from Louis K. Sidney, WHN managing director, Jacob Rosenberg of the musicians union; Harold Katan, head of ARTA broadcast division; Harry J. Lane, representing the Actors and Artists of America, which includes Screen Actors Guild, Equity, etc. Case was presented before Samuel Gusack, NLRB examiner.

3 Birmingham Stations Involved in Shuffle

(Continued from Page 1)
Thad Holt, local business men, will have 42 and 13 per cent, respectively.

WBRC, CBS outlet, takes over NBC-Red network programs. WSGN, which has had no chain affiliation, becomes the NBC-Blue outlet. And Birmingham News Co., present operators of WSGN, has applied to FCC for permission to build a new station.

CBS plans to increase power of WAPI from 5,000 watts to 50,000 watts, and to obtain a full-time wave length, although no application has been filed. WAPI has always operated on a "split time" basis, caused by a wave-length conflict with KVOO of Tulsa, Okla. WBRC has already filed application with FCC to increase its power from 1,000 to 5,000 watts, day and night.

WGTM, Wilson, N. C., Makes Debut July 18

(Continued from Page 1)
equipment, Gates control panel with special keyboard wiring and other up-to-the-minute improvements are among the facilities.

Modarelli for WWVA Series

Wheeling, W. Va.—Antonio Modarelli will conduct the series of bi-weekly Oglebay Park symphony concerts scheduled over WWVA this summer.

BILL ELLSWORTH RADIO TALENT

75 E. WACKER DRIVE
CHICAGO, ILL.

NEW PROGRAMS—IDEAS

Three WJBK Specials

Every Monday and Thursday, 24 big, healthy Detroit Police officers go to the WJBK studios to broadcast the very popular Detroit Police program. The 24-piece orchestra is directed by Sergeant Ernest E. Lindemeyer, the remaining four forming the police quartet. Last week a petty larceny suspect was looking for a spot to dodge the cops on the beat and chose the WJBK reception room which is located on the street floor. The nervous lad peered nonchalantly into the studio at the 24 cops (they were all in plain clothes). But when from out of the loud speaker came the words, "The Detroit Police orchestra will now play—" The suspect was "Gone With the Wind."

Preceding the Detroit Tiger road games, which are broadcast by Al Nagler over WJBK, jointly sponsored by the Good Housekeeping Shops and the local Coca Cola bottling works, the station presents 'Tiger Tales' intimate stories of Tiger players and personal interviews with them. A different personality is interviewed or talked about each day. Bob Longwell handles this feature for Liberty Service Stores.

Always striving for new ideas in listener interest, WJBK broadcasts an automatic tone beat every hour on the hour, which gives the correct time. This is always followed by 5 minutes of late news bulletins with the caption, "News of the Hour, Every Hour, on the Hour." Twenty-five sign boards placed at advantageous points over Detroit tell the folks to tune in for the hourly news.

New "Man on Street" Wrinkle

Steve Willis, manager, of WPRO, Providence, is introducing a new

wrinkle in his "Man-on-the-Street" daily broadcast. The program opens with a 5-minute newscast featuring the latest United Press news. Then the quarter-hour period is completed by open-forum discussion and comment on the news stories by the public gathered around the announcer.

Art Wallberg, WPRO announcer, who has conducted the Providence Man-on-the-Street program daily for seven months, welcomes the new idea as a change and during recent weeks has experimented with it on his crowd of fans immediately following the program, while the public was still gathered around him. Crime stories invoke the greatest discussion, and differences of opinion quickly appear. Willis, who originated the plan, has so far tabooed the use of news items on subjects which might induce prejudiced and bitter attack. If the program settles down to keen, level-headed discussion, no subjects will be barred.

New WBAL Service Program

WBAL, Baltimore, today adds another program to its long string designed to bring special services to listeners. New weekly series, at 4:15 to 4:30 each Wednesday, is titled "Recreation with the P. A. L." and is under the leadership of Mrs. Ruth Garber Ehlers, field leader of Adult Recreation for the Playground Athletic League. Each program will be divided into three parts, the first being the P. A. L. Bulletin Board, which will announce the important recreational features for the coming week. The P. A. L. Radio Club will entertain and there will be guest speakers.

WAGA Inaugural Show Scheduled for Aug. 1

(Continued from Page 1)
tenna on Clifton St. three miles out. Two main studios, two auxiliary studios, a news studio and a clients' audition room are being built, besides office space. WAGA, formerly WTFI of Athens, Ga., will be an NBC-Blue network outlet.

Lanny Ross in Coast Concerts

Lanny Ross is to be presented in concert in Los Angeles this winter by L. E. Behymer, local impresario, followed by appearances in San Francisco and the Pacific Northwest.

Combs Blanford Joins WLBC

Muncie, Ind.—Combs Blanford of Indianapolis has joined the announcing staff of WLBC here.

4 Weekly for Lucille & Lanny

Lucille & Lanny have been given an increased schedule over NBC. The team will now be heard Monday, Tuesday, Thursday and Friday at 5-5:15 p.m.

Coca Cola Singin' Sam Disks on 60 Outlets

(Continued from Page 1)
Sam (Harry Frankel), five times weekly.

Strategy employed by Coca Cola was to test two sets of recorded programs, although at least one outfit did not know it was being pitted against another. World Broadcasting System program won out.

Puff for Petrillo

Chicago—Local broadcasters have received a request for a little personal publicity for James C. Petrillo, Chicago musician's union head, in connection with the free summer concerts from Grant park. Request being granted.

CRAIG & HOLLINGBERRY

Incorporated

Radio Station Representatives

New York
Jacksonville

Chicago
Detroit

2 NEWSPAPERS GRANTED RADIO STATIONS PERMIT

(Continued from Page 1)
versed on the final decision. The Times Publishing Co., St. Cloud, order becomes effective Aug. 3. Station will operate on 1420 kc., 100 watts, unlimited time. Examiner R. L. Walker was sustained on the decision.

Applications received from Times-Herald, Vallejo, Cal., Courier-Post, Hannibal, Mo., and Marysville-Yuba Publishers, Inc., were denied. In all cases the examiners' reports and recommendations were reversed.

CBS Evens Up with NBC By Sneaking AAU Meet

(Continued from Page 1)
a direct answer to NBC's lift of the Poughkeepsie regatta which CBS had bought as an exclusive. Program from the church perch was fed directly to New York. Larry Fisk, WBBM field operations engineer, handled technical details of the broadcast.

Stanley Boynton Forms Detroit Radio Agency

(Continued from Page 1)
old Pursell, in charge of media and programs. Agency is handling WJR and CKLW among other accounts. Office will offer complete merchandising service in addition to selling, originating, writing and directing radio shows.

New WOR Musical Series

Corinna Muira will begin a new series of sustaining musical programs over WOR tomorrow night at 8-8:30 p.m. The series, known as "International Salon", will also feature Raoul Nadau and an orchestra and chorus under the direction of Bob Stanley.

Pope Pius on NBC Sunday

The message of Pope Pius on the occasion of the feast day of Saint Theresa will be heard in a special international broadcast from Vatican City on Sunday, 7-7:10 a.m., EDST, over the combined Blue and Red networks of NBC.

HARRY SALTER

CONDUCTS THE

LUCKY STRIKE HIT PARADE

NBC RED NETWORK

WEDNESDAYS: 10 P. M. EDST



NELSON EDDY has completed recording 12 typically American songs by popular composers for RCA-Victor. Will be released as a six-record library in the manner of operatic recordings, and if successful, as anticipated, will be followed by similar cuttings by other artists.

H. M. Warner is in Hollywood, and the boulevardiers have it that the long-rumored NBC purchase of the old Warner Bros. lot on Sunset Boulevard will be on or off definitely before he returns to New York. Site in question is but two blocks from new CBS quarters, now under construction.

KHJ inaugurated a new type of juvenile program yesterday with "Screen Children's Magazine." Cora Sue Collins was set for the initial stanza, with Hollywood's juvenile prodigies to follow as available each week.

KFI will broadcast the start of the Evening News-Chevrolet "Soap Box Derby" on July 28. Local youngsters have entered "cars" designated "W. C." and "Charlie McCarthy," sponsored, of course, by Bill Fields and Charlie, respectively.

George Fischer has closed a deal with a major studio to produce 32 short subjects, presumably dealing with same personalities and subjects covered in his movie comment on the air. Shorts, to be released nationally in key cities to tie-in with broadcasts, are expected to prove a great build-up for Fischer.

Wilbur Hatch, bandmaster on "Vocals by Verrill," heard over KNX-CBS on Saturdays, is making a series of transcriptions of these popular programs for use in the forthcoming Community Chest Fund campaign. Special request of Chest officials with which Wilbur was happy to comply.

Les Parker's Ambassador Lido Orchestra will be heard over KFWB, 2:45-3 p.m. Tuesday through Friday.

Hedda Hopper's rapid-fire "announcing" of the "clothes horses" at the Del Mar track was almost on a par with Clem McCarthy's.

Bob Barringer has joined the sales force at KFAC. Also will direct a new feature, "The Arkansaw Minstrels," 1 p.m., Monday through Friday.



July 7
Greetings from Radio Daily

to
Mark S. Wilder
Hal Schenker
Pauline Swanson



● ● ● Belle Baker is set to head a Fall show featuring variety artists on NBC....Norma Fain of the Fleischer "Betty Boop" studios will wed CBSinger Kenneth Roberts July 15 at a private ceremony in Norma's house.Lucille and Lanny, after two sustaining shots as an NBC feature, were just given two additional shows on Mondays and Fridays....The reason Mrs. Harry Link doesn't speak with Harry is that she wrote a tune called "A Star Is Born" which hubby threw in the ashcan in preference to another version....Mills Music have tied up the publication rights to Gaumont-British songs with Jimmy Campbell set as London distributor of Master and Variety records....Ernie Watson is running up to Canada for six weeks to complete his "Sleepless Hollow Suite"....Marilyn Duke, a piano-pounder in a Boston club, is Jolly Coburn's new vocalist at the Claremont....A professional manager for one of the Big 5 firms has been given the ultimatum of delivering within 60 days or else!

● ● ● Listeners to the "Traveling Man at the Hotel" aired via WLBC, Muncie, Ind., got quite a kick out of the program last week.Otis Roush, chief announcer, was interviewing A. H. Johnson, representative of General Foods, in the lobby of a hotel....Roush went to another chair to continue the interview and asked the sit-downer his moniker...."A. H. Johnson, and I'm with General Foods," was the reply....Otis, sensing a unique situation, introduced both men to each other and Al and Art then told how it felt to not know each other and yet have the same tags working for the same firm.Minna Bardon, Cincy correspondent for RADIO DAILY, had her first novel published last week and therefore was selected by WKRC as the Personality of the Week, rating an air interview!

● ● ● Teddy "Blubber" Bergman has been set as a permanent feature on the Walter O'Keefe show....William Farmer's kid is down with the mumps....Clyde Lucas starts on a Paramount short this week....Ted Lewis did an international airing last nite from the Astor....Jerry Blaine had an "American Airliner" christened for him the other day....Mark Warnow returns to "Your Hit Parade" within a few weeks....Ernest Cutting, the NBC talent scout, listened to Mary Huntington on WBNX yesterday as a possible sustainer....George Negrete, Mexican baritone on NBC, plans a trip to get up on some folk songs from there....Arrangements are being made to display both sending and receiving television sets at the World's Fair....Teddy Powell walked into the Paramount Book Shop the other day and as a gag asked for the "Loves and Life of Teddy Powell." The salesman said that it was a funny thing but he's had more requests for that book than "Gone With the Wind" and had placed the item on his "wanted list"!

● ● ● When John "Jap" Gude, CBS station relations rep., found that he had overstayed his visit with Wm. C. Gillespie, vice president and general manager of KTUL, Tulsa, Scripter Charles Bush forsook his typewriter for the cockpit and flew Gude to Little Rock, Ark., 275 miles away for a confab with F. C. Vinsonhaler, manager of KLRA....Bush stayed overnite and the next day returned to his job on key-pounding at KTUL as though nothing had happened....Another scripter to make news is Frank Perkins of WJBK, Detroit, who usually has a snappy comeback for everything. Now he's tight-lipped due to a hit-and-run accident which resulted in a broken jaw and he has his teeth wired together for the next four weeks. Though people are now finding an opportunity to even matters verbally with Frank, he mumbles "Just you wait," and by the look on his face the pent-up feelings he's harboring are bound to explode shortly.



ROY SHIELD, NBC central division musical director, to take over baton of "Carnation Contented" hour in August while Frank Black goes on vacation.

Dorothy Masters of NBC press department on a European vacation.

Gene Fromherz, head of J. Walter Thompson spot dept., vacationing in Banff, Canada. Expects to visit KVI, Tacoma, before returning.

Thor Ericsson (Yohnny Yohnson) of Kaltenmeyer's Kindergarten is doubling as juror at Cook County Circuit court.

Edwin G. Foreman Jr., head of local RCA office, sailed the other day for a vacation in Europe.

Sylvia Clark, NBC comedienne, making appearance at Beaver Dam, Wis., Fair over weekend.

Betty Reller of Betty and Bob attending family reunion at Richmond, Ind.

Olan Soule of "Bachelor's Children" vacationing in Des Moines.

Janet Logan of "Romance of Helen Trent" motored to Topeka over the Fourth.

Mercedes McCambridge, fresh out of Mundelein College, gets leading part in new NBC serial, "Feather for Luck." Also plays lead in NBC's The Guiding Light. Others in "Feather" are Laurette Fillbrandt, Raymond Johnson, Helen Behmiller, and Donald Kratz.

Quin Ryan, WGN manager, has prescribed "Let's Call the Whole Thing Off." Claims it's overworked.

Lola Lee Barker, assistant to Bess Johnson (Lady Esther), in Billings Memorial hospital with skull fracture incurred while horseback riding.

Steve Cisler, oldtime m.c. of National Barn Dance, visiting at WLS. He's now manager of WSIX, Nashville.

Dorothea Lawrence, radio and concert singer, in town.

Logan L. Thompson, assistant engineering supervisor at WBBM-CBS, and Vera Della Chiesa, sister of Vivian, the NBC soprano, have taken out a marriage license.

Bess Flynn, author of "We Are Four" and "Bachelor's Children," and who also plays in "Painted Dreams," is taking her radio acting family on a fortnight's vacation to a Wyoming dude ranch.

Comings and Goings: Hal Burnett, WBBM publicity chief, off for New Orleans and gulf coast vacation... Jim Fleming, WGN announcer, touring New England... Frank Rand of CBS back from Cincinnati... Fayette Krum, writes "Girl Alone," back from month at Pontiac, Ill., where she worked on daily paper... Clinton M. Stanley, NBC production man, taking in both Glacier National Park, and Lake Louise and Banff.

Pierre Andre, WGN-Mutual announcer, is emceeing the floor show at the Drake hotel.

WITH THE ★ WOMEN ★

By ADELE ALLERHAND

DOROTHEA LAWRENCE, whose vocal activities embrace radio and the concert field, spent the just-assimilated week-end in Chi, giving prespective sponsor pointers on a new program idea involving the use of vocal musical backgrounds for speech and orchestra....Dorothea did her relaxing at the Congress.... "Tuffy" Johnson, latest sports broadcaster for KOIL of Central States Broadcasting Co., debuted with a big league game....Learned about baseball from sports announcer Harry Johnson (her husband)....There IS a LASS who believes women belong in the home runs....M. H. H. Joachim, everybody's "Unseen Friend", to break into print with a tale of the Cinderella variety in "Charm"....Gene Salzer, "Babes in Arms" orchestral conductor with the radio resistance, goes the way of all flesh (of the Broadway variety) in the fall, when his own ork and a style of music he's evolving will be featured on a sizable commercial....

▼ ▼

Margaret Brill, NBC's harpist, and Helen Traubel, recently of the Met, to blend their talents in a program of modern but not swing music July 11 and 18, 5:30-6...."What Girls of 1937 Think" will be the subject of Mrs. Livingston Farrand's (she's Margaret K. Carleton Standing, wife of Cornell's retiring prexy) cogitations on "It's a Woman's World", July 8....Jean Brown, formerly of WFBM, Indianapolis, has added a 15 minute period daily to her already substantial schedule....she's on the music staff of WOWO, Fort Wayne....Addenda to consist of a pipe organ remote originating from a theater in downtown Fort Wayne, to be called "Consolaires"....

▼ ▼

Doris Webb, WLTH's 'Kitchen Limited's' exponent, celebrated a birthday and her second anniversary on the ether t'other day....She paid a forfeit for refusing to divulge her exact age, with ice cream sundaes for all the lads and lasses....WSPA's "Housekeeper's Helper" celebrating the arrival of a bundle from the kennel, in the shape of one terrier, named Pudgy, who's mike-shy and shoe-conscious....Marion Cole, hobby editor, breaks down and confesses she once had to slap an air-guest back to consciousness before going on with the show....

F. C. C. ACTIVITIES

ACTION ON EXAMINERS' REPORTS
Continental Radio Co., Columbus. Denied CP for new station. 1310 kc., 100 watts, unlimited.
Continental Radio Co., Toledo. Denied CP for new station.
Community Broadcasting Co., Toledo. Granted CP for new station. 1200 kc., 100 watts, daytime.
Marysville-Yuba City Publishers, Inc., Marysville, Cal. Denied CP for new station.
Telegraph Herald, Dubuque, Ia. Granted CP for new station. 1340 kc., 500 watts, daytime.
Times Publishing Co., St. Cloud, Minn. Granted CP for new station. 1420 kc., 100 watts, unlimited.
Michael F. Murray, St. Cloud. Denied CP for new station.
Clarence C. Dill, Washington. Denied CP for new station.
Times-Herald Publishing Co., Vallejo, Cal. Denied CP for new station.
Advertiser Publishing Co., Ltd., Honolulu. Denied CP for new station.
Fred J. Hart, Honolulu. Denied CP for new station.
WGAR, Cleveland. Denied permission to transfer control of corporation.
Courier-Post Publishing Co., Hannibal, Mo. Denied CP for new station.
Hannibal Broadcasting Co., Hannibal, Mo. Denied CP for new station.
Golden Empire Broadcasting Co., Marysville, Cal. Denied CP for new station.
George Harm, Fresno, Cal. Granted CP for new station. 1310 kc., 100 watts, unlimited.
Hildreth & Rogers Co., Lawrence, Mass. Granted CP for new station. 680 kc., 1 KW., daytime.
Old Colony Broadcasting Corp., Brockton, Mass. Denied CP for new station.
Loyal K. King, Pasadena, Cal. Denied CP for new station.
Harold Thomas, Pittsfield, Mass. Granted CP for new station. 1310 kc., 100 watts, 250 watts LS., unlimited.
Central Broadcasting Corp., Centralia, Wash. Granted CP for new station. 1440 kc., 500 watts, unlimited.
Frank M. Stearns, Salisbury, Md. Granted CP for new station. 1200 kc., 250 watts, daytime.
EXAMINERS' RECOMMENDATIONS
WSMB, New Orleans. App. for increase in power to 1 KW., 5 KW. LS., be granted.

WBLK, Clarksburg, W. Va. App. for mod. of lic. to change hours of operation to unlimited be granted.

HEARINGS SCHEDULED

Sept. 7: KXA, Seattle. CP for increase in power to 1 KW. 760 kc., limited.
Curtis Radiocasting Corp., Richmond, Ind. CP for new station. 1420 kc., 100 watts, 250 watts LS., unlimited.
Sept. 8: WCM1, Ashland, Ky. CP for increase in power and change of frequency to 1120 kc., 250 watts, 1 KW. LS., unlimited.
Broadcasters, Inc., Gastonia, N. C. CP for new station. 1420 kc., 100 watts, 250 watts LS., unlimited.
Chickasha Daily Express, Chickasha, Okla. CP for new station. 1500 kc., 250 watts, daytime.
Sept. 9: Voice of Detroit, Inc., Detroit. CP for new station. 1120 kc., 500 watts, 1 KW. LS., unlimited.
Sept. 13: Nathan N. Bauer, Miami. CP for new station. 1420 kc., 100 watts, unlimited.
Platt & Platt, Inc., Poughkeepsie, N. Y. CP for new station. 1310 kc., 100 watts, 250 watts LS., unlimited.
Airfan Radio Corp., Ltd., San Diego. CP for new station. 1420 kc., 100 watts, unlimited.
Sept. 14: Decatur Newspapers, Inc., Decatur, Ill. CP for new station. 1550 kc., 1 KW., unlimited.
United Broadcasting Co., Tulsa. CP for new station. 1550 kc., 1 KW., unlimited.
A. L. Beaird, Jasper, Ala. CP for new station. 1500 kc., 100 watts, unlimited.
Ellwood Warwick Lippincott, Bend, Ore. CP for new station. 1310 kc., 100 watts, unlimited.
Sept. 15: Meno Schoenbach, Woodward, Okla. CP for new station. 1500 kc., 100 watts, unlimited.
Evanston Broadcasting Co., Evanston, Ill. CP for new station. 1020 kc., 250 watts, daytime.
Ohio Broadcasting Co., Steubenville, Ohio. CP for new station. 1310 kc., 100 watts, daytime.
CALL LETTERS ASSIGNED
Harold M. Finlay & Eloise Finlay, La Grande, Ore. KLBW.
Owensboro Broadcasting Company, Owensboro, Ky. WOM1.
Okmulgee Broadcasting Corp., Okmulgee, Okla. KHBB.

NEW BUSINESS Signed by Stations

WBIL's "Your City and You"

Various phases of New York City's government are being presented in an interesting and informative manner in "Your City and You," daily 6:45 p.m. feature over WBIL. Heads of various city departments, from the commissioner of sanitation to Magistrates, corporation counsels, officials of the bureau of weights and measures, etc., appear as speakers.

WBT, Charlotte

Longines-Wittnauer Co. (watches), through Arthur Rosenberg Co., N. Y.; Piel Bros., Brooklyn (beer); Procter & Gamble (Ivory soap), disks, renewal, through Blackman Adv'g Co., N. Y.

WCKY, Cincinnati

Simmons Co. (beds), through J. Walter Thompson Co., N. Y.; Bunte Bros. (candy), through Fred A. Robbins Co., Chicago; Baldwin Laboratories (Dwin insect killer), through Young Adv'g Co., Erie, Pa.

KSL, Salt Lake City

Philco Radio & Television, Boake Carter; Bayer Aspirin Co.

WIP, Philadelphia

Longines-Wittnauer Co.; Steel Pier, Atlantic City; Carter Medicine Co., through Spot Broadcasting Inc.

WSPD, Toledo

Ralston-Purina, St. Louis, Tom Mix "Straight Shooters," starting Sept. 27; American Can, Ben Bernie; Oxydol, "Ma Perkins."

WCOL, Columbus

Chevrolet, Gus Haenschen disk series.

KSO, Des Moines

Montgomery - Ward, "Waker - Up- pers," daily morning recorded show.

SAN FRANCISCO

Five concerts of chamber music played by internationally known string quartets at the University of California will be aired over the NBC Blue net with the initial program tomorrow. First half-hour of the Roth Quartet will go coast-to-coast, balance to coast stations here.

Dean (Budda) Maddox, who skips an amateur show via KFRC, has left for Hollywood where, 'tis said, he is dickering with M-G-M to become the "voice" for a new series of news shorts.

"Wheaties Champions of Harmony"

KAY & BUDDY ARNOLD

Sponsored by General Mills

WMCA 2:30-5:30 Daily

PHILADELPHIA

June Collins returns to the WIP program department this week to replace Marion Black, who leaves the station's staff to be married shortly. Miss Collins was formerly studio piano accompanist at WIP, leaving the station last year to return to her home-town, Connellsville, Pa.

Allen Franklin, new addition to the WFIL sales force, has two programs of his own creation that will soon make their debut over the local airwaves. They're titled "Ship O' Dreams" and Cozy Corner," and both had long successful runs on mid-western stations.

Birthday greetings were in order last week for Frank V. Becker, chief engineer at WFIL.

WFIL announcer Gene Morgan leaves this week for a two week vacation in Palm Beach, visiting his brother.

Milton Laughlin, WHAT station manager, begins his second year of "Keyhole Gossip" programs of movie chatter.

Sam Serota and Warwick Ogelsby conducting a series of spot interviews over WHAT with Tommy Lovett, sports writer of the Evening Ledger.

Although Ed Robson, WDAS announcer, shoots a poor game of golf, he has picked the winner of the last four big golf tourneys.

CINCINNATI

Howard Hayes has joined the engineering staff of WKRC. He formerly was at WBNS Columbus, Ohio.

An unusual experiment was conducted by WCPO and WSAI to direct a local aviation show. A conversation was held between plane and ground crew by employing an "Adams Apple" mike. This device transmits the throat vibrations rather than sound vibrations. The conversation was picked up by WSAI and clearly relayed to NBC.

Durward Kirby, former WLW announcer, has joined the NBC staff in Chicago and is auditioning for several fall commercials.

Dick Stabile's orchestra is heard nightly over WLW and WSAI playing from Coney Island in Cincinnati.

Mary Alcott, former WLW songstress, left for Chicago to join Benny Goodman and his orchestra.

Larry Lee and his orchestra open in Dallas this week. Lee is featured with Paul Whiteman in Billy Rose's Casa Manana show.

Larry Lynn of the WLW singing duo, Larry and Sue, marries Audrey Anson in his home town, Dayton, July 10.

WCKY goes on the air with its boosted power 10,000 watts, about July 17, according to L. B. Wilson.

☆ Program Reviews and Comments ☆

WERNER JANSSEN

Standard Brands
(Fleischmann's Yeast)
WJZ—NBC-Blue Network, Sun-
days, 7:30-8 p.m.
J. Walter Thompson Co.

GOOD MUSIC PROGRAM MARRED BY CONDUCTOR'S EFFORTS AT COMMENTING.

Whether Werner Janssen is "America's foremost conductor," as his radio announcers keep shouting that he is, will not be argued here. But he is a first-class conductor-musician and being such ought to be quite enough for his listening audiences. They don't expect him to be a good commentator, too, and it was his rather long and unnecessary introductory and explanatory remarks accompanying his various musical arrangements that broke illusion and marred an otherwise good half-hour.

Program, which succeeds the Ozzie Nelson-Bob Ripley show, opened with a George M. Cohan medley in which a little of Sousa also was injected. A combination of "Moonlight on the Ganges" and "Tiger Rag" was sung by Loretta Lee, who made a hot job of it. Another excellent arrangement embraced four Cole Porter songs, with Miss Lee vocalizing one of them and Janssen taking to the piano for another. A choral group enhanced the tout ensemble.

New show has a tieup with Arthur Murray, dancing teacher, whereby dance lessons in booklet form are given in return for so many Fleischmann yeast labels.

Del Mar Track Opening

There was quite a treat for radio listeners in NBC-Red's broadcast of the opening of the Del Mar race track in San Diego last Saturday. The 45-minute airing was packed with stars, from Bing Crosby, head man of the track, and Bob Burns, to George Jessel, Robert Taylor, Barbara Stanwyck, Bert Wheeler, Jack L. Warner, Una Merkel, Mary Carlisle and many others. Hedda Hopper was mistress of ceremonies on styles, while Clem McCarthy described the races and Don Wilson and Buddy Twiss helped in rounding up the celebs and some fans who engaged in some amusing informality with Crosby, Burns, et al.

Chase & Sanborn Hour

Taking over the duties vacated by Werner Janssen in Sunday night's Chase & Sanborn Hour over the NBC-Red network, Robert Armbruster and his orchestra made an excellent impression. From all indications, Armbruster will do all right on this program. Last Sunday night's show as a whole was entertaining, though not quite up to the pace set by W. C. Fields, Edgar Bergen and Charlie McCarthy in the opening weeks of the series. ZaSu Pitts was guest star, appearing in a skit with emcee Don Ameche and others.

JELL-O SUMMER SHOW

with Jane Froman, Don Ross, Freddie Lightner, Tune Twisters, D'Artega Orchestra
General Foods
WEAF—NBC-Red Network, Sun-
days, 7-7:30 p.m.

Benton & Bowles Inc.

WEAK ON COMEDY BUT OTHERWISE A FAIRLY SMART VARIETY SHOW.

Taking over Jack Benny's spot for the summer, this program suffered of weak comedy in comparison to what listeners were accustomed to getting in this period on Sundays. The comedy end was entrusted to Freddie Lightner, whose shortcoming probably was more a matter of not yet being thoroughly acclimated to the mike. His feminine stooge wasn't much of a help, either.

Musically, the singing of Jane Froman was tops and the D'Artega orchestra provided a distinctive background. The Tune Twisters also contributed. Miss Froman did "Tomorrow is Another Day," "Wake Up and Live" and "Gone with the Wind." An arrangement of "Night and Day" was the orchestra's highlight number.

Don Ross, as emcee, piloted the proceedings snappily.

Bob Murray—Margie Knapp

In a half-hour program Monday night over the WLW Line from the WHN studios, these talented newcomers showed considerable development and improvement since the previous time they were caught. Each sang two numbers, and it seemed that in each case the orchestra paced them a little too loudly. Murray sang "Stardust on the Moon" for his opener, while Margie did "I'm Hatin' This Waitin' Around." With their second numbers, however, the vocalists really went to town, Murray doing "The Monkey, the Organ and Me," in which he displayed plenty of vocal volume, tone and flexibility, and Margie sold "All God's Chillun Got Rhythm" for its top price, displaying a remarkable voice for a 12-year-old youngster. Irving Aaronson's orchestra provided the musical background.

"Rippling Rhythm Revue"

Departure of Frank Parker and entrance of Del Casino into the featured vocalist position of this CBS Sunday night program did not cause any material change. Both Parker and Casino are topnotchers, and both can do their bit of utility work in the comedy sequences when required. Casino sang "One Night of Love" and "Cuban Pete," the latter built up with a dramatized Cuban cafe scene, and choral backing, all quite effective. Comedian Bob Hope and the Shep Fields orchestra also were in their usual good form.

HARRY VON ZELL

with Stoopnagle & Budd, Vivian della Chiesa, Oscar Bradley's Orchestra
Gulf Refining Co.
WABC—CBS Network, Sundays,
7:30-8 p.m.
Young & Rubicam Inc.

FAIR VARIETY SHOW WITH VON ZELL STRUGGLING TO BE A COMEDIAN.

For those who can see Harry Von Zell as a comedian, this Gulf summer show which he heads in the capacity of emcee is fairly good entertainment. Otherwise it falls on Stoopnagle and Budd to provide the main comedy, which they can do well enough on occasion. And from a musical standpoint, the work of Oscar Bradley and his orchestra, the Christie Swing Choir, and the splendid singing of guest-vocalist Vivian della Chiesa, made the opening program of the new series very enjoyable.

The comedy was the usual type of foolery indulged in by Von Zell with Stoop and Budd in their former earlier afternoon spot on Sundays. It's amusing, in a goofy sort of way, and may register better when Von Zell becomes a little less heavy-handed on his end.

"Swinging the Blues"

Bowing in Monday at 12-12:15 noon over WABC-CBS, this batch of blues led by Raymond Scott is just what its title implies. New Orleans blues, Dixieland numbers and other old and modern bits were presented in the moods befitting them, and without vocals. A pleasurable quarter-hour of its kind.

Ted Malone

A very welcome visitor returned Monday noon to resume his "Between the Book Ends" over WABC-CBS. Aided by Fred Feibel at the subdued organ, this chap Ted Malone dispenses his get-acquainted poetry and philosophy in a most friendly, informally natural and altogether heart-warming manner. Program is being heard at 11:45-12 noon until Thursday, when it moves into the 1:45-2 p.m. spot.

Eda Frim

A quartet of songs was presented by Eda Frim at 1-1:15 p.m. Monday on WHN, coming from Cincinnati over the WLW Line, in a new series of daily variety programs that will feature various combinations of WLW talent. Opener was supposed to have had the Frim Sisters trio, but only Eda sang, with a string instrument and piano accompaniment. Numbers included "They Can't Take That Away From Me," "Exactly Like You," "If I Put My Heart In My Song" and "Way Down Yonder In New Orleans." Miss Frim sings pleasantly in an easy-going sort of way that contrasts with the breakneck tempo of so many warblers.

HORACE HEIDT'S VARIETIES

Sustaining
WOR-Mutual Network, Satur-
days, 8-9 p.m.

FAST MOVING HOUR OF MUSIC AND VOCALIZING FLAVORED WITH INFORMAL CHATTER.

This is the first hour musical show to make its debut as a summer program—that really is a summer show. Coming from the Moonlight Terrace of the Hotel Biltmore, where Heidt and his versatile ork are currently engaged, program tends to cater to the younger set who are sitting around in bungalows, driving in cars or dancing at the seashore. Adding the voices of the King Sisters to vocalize novel arrangements, interviewing members of his orchestra, etc., helped this hour pass sooner than many other shows.

Instead of using "way back when—" as a basis to revive an old tune, Horace called upon his men and asked them when they joined the band and what was the first song they played. He also intends interviewing guests in the Terrace on subsequent shows. Heidt did a bit of reciting on a satirical golf song which was pleasing.

"Arnold Grimm's Daughter"

Replacing "Modern Cinderella" in the latter half of the "Gold Medal Hour" over CBS at 10-11 a.m. Monday to Friday, this new serial made an interesting debut on Monday. Story, written by Margaret E. Sangster and produced by Edwin H. Morse in Chicago, is about the level-headed and favorite daughter of a tyrannical father. Opening chapter has Connie Grimm in love with a young man who is disliked by Arnold Grimm both because he prefers art to business and because he is the son of Grimm's enemy of long standing. It's the old Romeo and Juliet situation, with plenty of domestic complications and love interest promised. Margaret Shannon made a fine impression in the role of the daughter. Surrounding cast also excellent.

"Johnny Presents"

Dramatizing of the Gedeon murder case, and presenting the father of the dead girl on the air, was the highlight of the Russ Morgan-Phillip Morris broadcast over WABC-CBS on Saturday night. In this listener's opinion, the Gedeon piece was ill-advised—and it didn't make such very good drama, either, in view of the fact that everybody is familiar with much more of the case than could possibly be presented on a necessarily sketchy broadcast.

The skit opened with a city editor going rather hysterical on receiving a phone call offering the surrender of Irwin for \$5,000. The highly-theatricalized incident was as untrue to newspaper offices as movie versions of reporters and editors. Next

★ Program Reviews and Comments ★

came a flashback to the day of the murder, followed by the father being third-degreed by the cops. Later, when asked how he felt toward the arms of the law, the father showered praise on them. He also was asked how he felt toward the murderer—a question that seemed in very bad taste considering that the case is not yet closed.

Reenacting cases from old files is quite a different matter from presenting a current case in which public feeling and emotion are still alive. Just because some newspapers wallow in catchpenny sordidness is no reason for radio descending to the same level.

Col. Major—Bide Dudley

Radio's latest feud, involving Colonel Jack Major of CBS and Bide Dudley of WOR, turned out to be an entirely too amiable affair. Dudley, whose program of stage and movie news and reviews plus guest stars has been one of the most interesting features of its kind for some years, had Major on his WOR program last Saturday afternoon, and Major retaliated by inviting Dudley to take the air over CBS on Monday. But instead of ripping each other up the back like Benny vs. Allen and Winchell vs. Bernie they were comparatively nice to each other. However, they are entertaining conversationalists and did get off a few good stories against their respective points of origin. Paducah and Leavenworth.

This "Colonel from Kentucky" program, by the way, is one with possibilities for a much better spot. The Colonel, who is at his best when

telling tall stories or relating anecdotes with human interest as well as humor in them, has quite a fund of original wit, humor and poetry that is going to waste in a Monday afternoon period. But maybe not all of it goes to waste, as it is nothing rare to hear stuff on a night program right after Colonel Major has used it in his afternoon show. A recent instance was last week when his opening "Hello" takeoff a la Jack Benny was duplicated the following night on the Fred Allen hour.

Freddie Rich's orchestra provide tuneless trimmings for the Major program, and last Monday's show also included Margaret McCrea singing "A Sailboat in the Moonlight," Russell Dorr in "I'll Take You Home Again, Kathleen," a harmonica specialty and other odds and ends, all combining to make up a rollicking variety show.

Bernhard Levitow

Long one of the top-rank musical conductors, Bernhard Levitow has been somewhat of a stranger to radio lately except through the medium of his transcriptions, one of which was caught Sunday at 10:15-10:45 a.m. over WHN. It was a half-hour of

really choice musical entertainment, harmoniously selected and arranged, conducted with fine smooth-flowing symphonic artistry and faultlessly played. Repertoire included "Chimes of Normandy," "Chanson Bohemienne," a "Lullaby," "Habanera," an excerpt from "Pagliacci," "Roses of Picardy," a special Levitow arrangement of Korngold's "Marietta Song" and "Rustling Spring."

Levitow has a deep feeling for music and a graceful facility that bridges the field from classics to modern pop stuff. In this day when there is so much manhandling of music—because a lot of band leaders lack genuine musical qualifications are trying to cover up the deficiency—real artists like Levitow should be on the air regularly, and in person, not via disk.

"Freshman Follies"

Caught Monday at 12:45 p.m., coming over WHN via the WLW Line from Cincinnati, this little program revealed an unusually bright and snappy routine of songs, music and light comedy. Jane Gerard and Hal Dickinson were the leading spirits in the potpourri of zestful melody and nonsense.

ORCHESTRAS - MUSIC

HOAGY CARMICHAEL, guesting on the Chase & Sanborn show last Sunday, sang two of his own compositions, as yet unpublished: "I Love You Like My Old Felt Hat" and "This Is How a Dream Should End".

Fred Waring and his crew open at the Los Angeles Paramount Theater tomorrow for Fanchon & Marco. Just completed chore in Warner's "Varsity Show".

Russ David, KSD, St. Louis, musical director, has been associated with a number of leading orchestras in varying capacities. He's written arrangements for Ben Pollack and Isham Jones; played with Paul Whiteman; and conducted Art Jarrett's band. At present Russ is working with Bert Block on a "bell" style of music.

Batoneer Carl "Deacon" Moore and ork, open at Buckeye Lake, Ohio, July 20, to remain there for the summer season. CRA set the deal.

Cally Holden and his Hollywood band began an engagement at the Col-Neva Club, Reno, Nev., July 2.

Rudy Vallee and his lads begin a week's engagement at Chicago's civic celebration on the lake front starting Aug. 23. Deal was set by Leo Salkin of the Chicago office of CRA.

Vincent Travers has turned inventor with a new type of cellophane

mute for the brass sections of orchestras, which he expects will revolutionize the instrumentation of radio bands. It produces what he calls "Filtered Music" and will officially be introduced to the radio public the early part of August, when Travers and the ork take to the airwaves again, via CBS.

Johnny Hauser and ork, now featured at Grossinger's, Ferndale, N. Y., and aired via WOR and the Mutual, will be heard on Monday, Tuesday, Wednesday and Friday afternoons, at varying times.

Milton Ebbins and ork, currently musicmaking at the Hotel Worthy, Springfield, Mass., air three nights a week via WMAS.

Maestro Charlie Verna, formerly a feature at the Hotel Walton, Philly, via WIP, is the orchestral attraction at Atlantic City's Traymore.

KYW's former musical director, Anthony Candelori, is responsible for the presentation of Sunday evening concerts at Cape May, N. J., Convention Hall.

With the inauguration of a series of free symphonic concerts in Schenley Park, Pittsburgh, Victor Saudek and his Little Symphony Orchestra this week added an interesting new chapter to their 15 years of history, and another innovation to the long list of new ideas initiated by this well-known Pittsburgh conductor.

Briefly

Radio division of the WPA Federal Theater did a robust and tuneful presentation of "The Gondoliers" over WQXR at 9-10 p.m. last Friday night. Many professional operatic companies have presented the Gilbert and Sullivan operetta less efficiently.

Elinor Sherry, WOR vocalist, is very much worth listening to.

"Your Inventions," conducted by Sam Hammer over WMCA, gets more interesting each time. And the new inventors presented on the program are genuine, serious-minded idea boys and girls.

Lovers of summer park concert music have ample choice and generous portions this year, what with the Grant Park series in Chicago being carried by CBS, NBC and Mutual; the Edwin Franko Goldman concerts from New York and the Robin Hood Dell concerts from Philadelphia over NBC, and others. Last Saturday's initial airings from Chicago, Philly and Prospect Park were first-class.

Patsy Norris, vocalist heard Monday at 9:30 a.m. over WOR, made at least one listener want to hear more of her.

The nine weekly "Pops" performances from the band shell in Schenley Park start at 7:15 p.m. and continue for one and one-half hours each Tuesday evening through Aug. 31. KDKA will broadcast 30 minutes of each program starting at 7:30.

Bobbie Grayson and the band, featured over WOWO nightly on a remote from Lake James, are heard at 10 p.m. for a half hour every weekday night, in one of the first long-distance, daily remotes attempted over WOWO, Fort Wayne.

Frank & Roebuck's Orchestra, ethered with the Polish-American program over WSPR, Springfield, Mass., is featured in recordings being made by Remy Recording Co. of that city.

Charlie Wright, WELI's program director, is using Harry Ahlberg and Lazy Martin's ditty, "Danceland", as theme song for his disk series by the same title.

Jimmy Zenker, erstwhile fiddler with Paul Specht, succeeds the maestro as music maker at Benny the Bum's, Philadelphia, with a WIP airing.

RALPH KIRBERY

"The Dream Singer"

MANAGEMENT
WILLIAM MORRIS AGENCY
BILL MURRAY

CLAUDE SWEETEN

GUEST-ING

BOBBY BREEN, MARION CLAIRE and BASIL RATHBONE, in "Make a Wish," on "Hollywood Hotel," July 30 (CBS, 9 p.m.)

KITTY CARLISLE, on Gulf Oil program, July 11 (CBS, 7:30 p.m.)

RAY MILLAND, with Gladys George on Chase & Sanborn program, July 11 (NBC-Red, 8 p.m.)

New WHK Sports Series

Cleveland—"Sports Parade," with sport celebs as guests, starts today as a new series over WHK.

H. K. Carpenter, general manager of WHK-WJAY, also has arranged for today a special broadcast from Radioland at the Great Lakes Exposition of the 89th anniversary ceremonies of the Cleveland Chamber of Commerce.

State Advertising Campaign

Olympia, Wash.—Fully organizing and establishing permanent offices here, the State Progress Commission appointed by Gov. Martin has elected Eric A. Johnston, former president of the Spokane Chamber of Commerce, as chairman. This will be an advertising body equipped with an advertising fund for state progress.

Emery Deutsch at Paramount

Emery Deutsch and Orchestra make their stage debut tomorrow when they open at N. Y. Paramount Theater. Frank Parrish will carry vocal honors.

Legion Broadcast on Mutual

First broadcast on the American Legion's plans for its convention in New York, Sept. 20-23, was aired by WOR-Mutual last night at 6:45. Major Robert E. Condon and John Black were speakers.

New Record for NBC Tours

Persons taking a tour of NBC studios in Radio City set a new 1937 record over the week-end when 11,967 from all parts of the U. S. inspected the studios in three days.

ONE MINUTE INTERVIEW

M. H. H. JOACHIM

"The radio producer, who undertakes the dramatization of human problems, as I do on the "Your Unseen Friend" series, has a tremendous responsibility to his unseen audience. My correspondents regard me in the light of a spiritual adviser. They confide their troubles and their inmost secrets unhesitatingly. I am constantly on the alert against giving any advice which might mislead or misguide them."

★ Coast-to-Coast ★

WSPA, Spartanburg, S. C., was almost swamped with offers to sponsor last week's baseball game between local American Legion and the Greenville contingent. City Motor Car Co. got the game, with Station Dixon. WSPA sports announcer, at the mike, assisted by Jimmie Coggins in the field and J. D. Mugford handling commercials.

Richard Pattison of the WSPA announcing staff is vacationing back home in Indianapolis.

Fred K. Finlayson, formerly of WDJL, Salt Lake City, has left to join James B. Kevsors Co. as business and production manager.

Glenn Thayer, engineer at WOWO, Fort Wayne, married Bettu Van Campen of Grand Rapids last week.

Pat Crowe bows off the air at WCOL, Columbus, until fall.

Mrs. Demarchus Brown has completed her "Gadabout" talks on WIRE, Indianapolis, and is en route to France for the summer. She will be back in September with the "Ezra-Bake" Acme Evans Milling Co. program.

Stan Reese of KDSL, Salt Lake City, will wed July 20.

Bill Featherstone and Annabel Lee of the KSL staff are back from vacation. Russel Stewart and Tommu Arolsen are recuperating from hospitalization.

WTMV, East St. Louis: Paul Wills, sports announcer, hobbling with care due to a leg infection. . . . Marie Love Cross is in St. Mary's hospital with appendix trouble. . . . Woody Klose, program director, making himself obnoxious showing pictures of his month-old son. . . . Bobby Roberts going out for the emcee marathon title having signed to officiate at continuous floor show in Elks Tavern at Illinois State Fair, Aug. 14-22.

WJBK, Detroit: James F. Hopkins, manager, so busy he won't take a vacation this year, satisfying himself with some week-ends. . . . Bettu Roberts, Woman's Hour hostess, preparing programs in advance for Mildred Van, who will sub while Bettu vacations at Virginia Beach, Va., next month. . . . Eva Woodbridge Victor returns from vacash Sunday to resume her Poetru and Prose stint. . . . Uncle Nick and Mrs. Nichols are on their way north to Eagle Harbor for a summer rest, with Charlie Sterritt carrying on for Nick.

WELI will salute a few of the older business firms in New Haven and environs in a new series captioned "The WELI Honor Roll," on daily at 6:30 p.m., EDST.

Lillian Marcus who has been featured on WELI's Sunday Variety show for the past few months, now sings a program of her own Saturdays at 7:30 p.m., accompanied by Mildred Marsh.

WTIC's (Hartford) Betsy Sterns, formerly on the Guy Hedlund Playhouse program, was successful in her Paramount screen test and is at present attending training school in New York.

Jack Henry, New Haven WBRY super, is doing relief duty in the Waterbury studios in addition to keeping an eye on the Elm City.

Mrs. Morgan Mercer, president of the New Haven Women's Club, and conductor of WBRY's "Women in the News" series, is vacationing for the summer.

WBRY has moved the New Haven Chamber of Commerce of the Air, with Robert Lancraft, to Wednesdays at 8:30 p.m., and added Jack Reilley, crooner, for the Monday 8:30 spot.

Marv Little, Des Moines Register and Tribune radio editor, is conducting a program popularity poll in her columns. Miss Little and Gwen McCleary, continuity writer for Iowa Broadcasting System, recently returned from California vacations.

Wilbur Chandler, tenor at KRNT Des Moines, is back at the station minus one appendix.

Nat Vincent of the Iowa Network's Hannv Channies returned home from a New York business trip with first copies of "Kitty Lou," the Channies' new song, just published by Mills.

KFRU, Columbia, Mo.: Emmett Heath, latest addition to the Rural Ramblers, came from WMC, Memphis. . . . An open house Barn Dance formed around the Ramblers hill-hilly unit, is being held every Wednesday night. . . . Night baseball games of the Columbia Merchants team are being aired under sponsorship, with George Guyan and Clair Callihan at the mike.

A series of fifty-two, possibly more in the future, scripts from successful weekly radio shows heard over KSL in Salt Lake City will form the basis of a nationwide script syndication, according to Irma F. Bitner KSL producer in charge of "In Between Times," an offering of the Salt Lake Junior League. The scripts are being prepared for national use by the organization. Local group writes the show, which is jointly sponsored by KSL each Saturday Dialogue will run 15 minutes.

In a letter to Major Edneu Ridge managing director of WBIG, Greensboro, N. C., W. Capers White of the

PROMOTION

New Uncle Don Contest

Uncle Don, pioneer children's radio entertainer heard over WOR Monday through Saturday at 6 p.m. and Sundays at 9:30 a.m., inaugurated a new contest Saturday among his radio club members comprising thousands of youthful listeners throughout the Eastern part of the country. The contest, which will run for four weeks, will have as its objective the selecting of the most healthy boy and girl in Uncle Don's radio club.

The two children chosen will be flown by American Airlines to Albany where they will be received by Governor Herbert H. Lehman at the State House.

This marks the third contest to be conducted by Uncle Don during the past six months. With this group Uncle Don also plans to fly the winner of the New York Post Soap Box Derby to the executive offices in Albany.

WCAE Ad Series

"A Station of Stars" furnished WCAE, Pittsburgh, with a theme for a series of seven newspaper advertisements run as part of its June promotion campaign. The Pittsburgh Sun Telegraph got the business, four columns by 15 inches on Sundays and three columns on Wednesdays. The ads were placed on the radio page.

The series was concocted primarily for public appeal, each broadside stressing the fact that WCAE broadcasts each week an unusually large number of topflight programs. Ads were divided into three classifications—humor, drama and modern music, with a general ad—calling attention to all three divisions—starting the campaign. Reactions from outsiders indicated that the series put across "The Station of Stars" idea in good style.

WRAC Statistics

WRAC, Williamsport, Pa., has issued a folder giving facts and figures about the station, "with all the ballyhoo left out." Intended for the busy radio time buyer, the booklet presents vital statistics about the station, including coverage maps and listening charts.

N. C. State Highway and Public Works Commission said that signs had been posted in all the camps notifying the approximately 1,000 prisoners of the CBS Shakespeare series. All of the camps have radios, and White stated that WBIG was a very popular station with the men.

CLYDE BARRIE
CBS

Thursday

6:15 P. M.



RADIO DAILY

Serving the Better Interests of Commercial Radio and Television



VOL. 2, NO. 5

NEW YORK, N. Y., THURSDAY, JULY 8, 1937

FIVE CENTS

New Probe Bill is Filed

WJBK VS. W. U. CASE NOW BEFORE THE FCC

Detroit — Complaint of WJBK against Western Union, charging unfair discrimination on the part of the telegraph company in refusing to supply baseball scores on out-of-town games to the station, has been formally presented to the FCC in Washington.

In the complaint, Jame F. Hopkins, president of James F. Hopkins Inc., operators of the station, contends that W.U. is a "common carrier" and should be required to furnish the same service to WJBK as it is furnishing other stations.

Appeal to the FCC follows a recent action in the District Court, which

(Continued on Page 3)

National Union Radio Shows Higher Earnings

National Union Radio and subsidiaries, equipment manufacturers, had a net profit of \$47,548 in the fiscal year ended April 30, according to a preliminary report. This compares with loss of \$90,434 in the preceding fiscal year.

Spot Accounts Increased By Axton-Fisher Tobacco

Continuing to increase its list of spot accounts, Axton-Fisher Tobacco Co., Louisville (Twenty Grand cigarettes) is sponsoring a blow-by-blow description of the Hollywood Bowl fights over KFWB, each Friday beginning tomorrow at 9:30-10:15 p.m., PST. On July 12, WCFL, Chicago, begins a quarter-hour commentator series six nights a week, with Dan Norman before the mike. McCann-Erickson Inc. is the agency.

They Listen and Buy

Chicago — Northwestern R.R., which has a suburban hour on WMAQ under Norman Ross' direction, reports daily requests of from 40 to 100 for travel information. And 80 per cent of all who request information buy some kind of a tour. On anniversary of broadcast and on his recent birthday Norm Ross asked for mail and got respectively 4,000 and 6,000 letters.

Communion Via Air

New Albany, Ind.—Broadcasting of a regular communion service in its entirety by WGRC, which has studios here and in Louisville, has brought inquiries from many cities where pastors desire to institute the same service. Held from a Methodist church, the service is intended particularly for shut-ins. Arthur Harris, president of WGRC, is responsible for the idea.

LARUS BROS. MAY ADD MORE STATIONS IN FALL

Larus Bros. & Co., Richmond (Edgeworth tobacco and Domino cigarettes), this week started its new series of WBS disks entitled "Alias, Jimmy Valentine" on 10 stations — WHN, WGR, WNAC, WCAU, WLW, KSFO, KFI, KOMO, KGW and KLZ. Quarter-hour disks are aired three times weekly in night-time spots. Possibility station list will be increased in the fall. Blackett-Sample-Hummert Inc. has the account.

Radio Set Production Jumps 41% in Canada

Ottawa — Production of radio receiving sets in Canada during the first quarter of 1937 amounted to 40,434 units valued at \$1,418,438 factory selling prices. This was an increase of 41 per cent in number of sets and 8 per cent in value over the corresponding period last year.

Amos-Andy Campbell Deal Set Running Three Years on NBC

Government Station Bill Stands a Good Chance

Washington Bureau, RADIO DAILY

Washington — Bill proposed by Congressman Emanuel Celler to establish a Pan-American radio station for purpose of combating European propaganda in Latin-American countries has "every chance in world of passing this session," according to an FCC spokesman yesterday. "Every-

(Continued on Page 5)

Resolution by Senator White Calls for a Sweeping Investigation of the Entire Industry and the FCC

By PRESCOTT DENNETT

RADIO DAILY Staff Correspondent

Washington—Impasse on the radio investigation confronting Capitol Hill since passing of Congressman Connerly, author of the House measure to investigate the industry, was broken Tuesday night when Senator Wallace H. White, Maine Republican, introduced in the Senate a sweeping resolution for full-fledged investigation and study of activities of the entire industry and the FCC.

White, one of best informed men in Congress on radio, told RADIO DAILY after introducing the measure that his resolution was conceived to

(Continued on Page 3)

GOV. HOFFMAN LOSES BOAKE CARTER ACTION

Trenton, N. J.—Governor Hoffman's slander suit against Boake Carter, Philco Radio commentator, collapsed yesterday when the Court of Errors and Appeals, by 10 to 3, sustained the New Jersey Supreme Court setting aside service for four summonses on corporate defendants. The Su-

(Continued on Page 2)

Cabinet Members To Talk In New Columbia Series

CBS on July 16 will inaugurate a new series in which members of the Cabinet will be featured. First three members to be heard, in the order

(Continued on Page 2)

ACTORS' EQUITY STARTS RADIO FIELD ROUNDUP

Actors' Equity Ass'n has formally started the work of organizing its membership for collective bargaining and definitely expects to present demands in behalf of the radio actors within the next six weeks at the latest. Authorization blanks are being distributed this week to the rank and file of actors and actresses, the blanks, in substance, being an individual authorization which gives Equity the right to represent the signator.

AEA officials are optimistic over the potential results and believe they will have enough names to go to the front and state that the majority of actors have designated Equity to represent them. Preliminary talks

(Continued on Page 2)

M-G-M Radio Series Is Still in Formation

The radio series being built by Metro-Goldwyn-Mayer to be sold commercially for a reported \$25,000 per airing is not yet ready for any dickering, it was revealed yesterday. The program is still in a formative stage, and final arrangements will not

(Continued on Page 3)

Philadelphia—Amos 'n' Andy over the week-end signed a three year contract with the Campbell Soup Co. for an NBC series to begin Jan. 3, 1938. Blackface team will use the same network spot and schedule now being used by their present sponsor, Pepsodent Co., Mondays through Fridays, 7-7:15 p.m., with repeat at 11-11:15 p.m.

L. Ward Wheelock, vice-president of J. Wallis Armstrong Co., Campbell's advertising agents, negotiated

(Continued on Page 3)

Dog Days

Kansas City—In connection with its daily spot announcements on behalf of Strongheart Dog Foods, WHB is airing a lost dog service. Descriptions of three lost dogs are broadcast each day on the morning spot, and listeners are asked to report the finding of any of these dogs to the station. Series is on a 13-week contract.



Vol. 2, No. 5 Thurs., July 8, 1937 Price 5 Cts.

JOHN W. ALICOATE : : : Publisher

DON CARLE GILLETTE : : : Editor

MARVIN KIRSCH : : : Business Manager

Published daily except Saturdays, Sundays and Holidays at 1501 Broadway, New York, N. Y., by Radio Daily Corp. J. W. Alicote, President and Publisher; Donald M. Mersereau, Treasurer and General Manager; Chester B. Bahn, Vice-President; Charles A. Alicote, Secretary; M. H. Shapiro, Associate Editor. Terms (Post free) United States outside of Greater New York, one year, \$5; foreign, year, \$10. Subscriber should remit with order. Address all communications to RADIO DAILY, 1501 Broadway, New York, N. Y. Phone Wisconsin 7-6336, 7-6337, 7-6338. Cable address: Filmday, New York. Hollywood, Calif.—Ralph Wilk and Verne Bailey, 6425 Hollywood Blvd. Phone Granite 6607. Entered as second class matter April 5, 1937, at the postoffice at New York, N. Y., under the act of March 3, 1879.

FINANCIAL

(Wednesday, July 7)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Am. Tel. & Tel.	170	169	169 3/4	+ 1/2
Crosley Radio	21 3/4	21 1/4	21 1/2	+ 1/4
Gen. Electric	55 1/2	54 3/4	55 1/4	+ 3/8
North American	26 3/4	25 3/4	26 1/8	+ 3/8
RCA Common	9 3/4	9 1/2	9 1/2	0
RCA First Pfd.	69 3/4	69 1/4	69 1/4	+ 1/4
RCA 55 Pfd. B	(95 Bid)		110 Asked	
Stewart Warner	18 3/8	17 7/8	18 1/4	+ 1/2
Zenith Radio	35 3/8	34 7/8	35 3/8	+ 3/8

NEW YORK CURB EXCHANGE

Hazeltine Corp.	15 1/4	15 1/4	15 1/4	- 1/2
Majestic	2 7/8	2 7/8	2 7/8	+ 1/4
Nat. Union Radio	2	2	2	0

OVER THE COUNTER

CBS A	29	30 1/2
CBS B	28	30
Stromberg Carlson	13	15

Gov. Hoffman Loses Boake Carter Action

(Continued from Page 1)

preme Court decision was based on grounds that the defendant companies were not amenable to N. J. jurisdiction. Carter has not been in the state since the broadcast which is the basis of the suit, and was not served.

Suit had to do with comments on the Hauptman case. Defendants also included CBS and Philadelphia Storage Battery Co., the Philco parent organization.

Insurance Expose on WMCA

Morris H. Seigel, insurance analyst, begins a new series on WMCA on Monday at 10:45-11 a.m., exposing conditions in the weekly premium life insurance field which, it is claimed, cost American policyholders some \$750,000,000 a year.

Commerce Dep't May Add Radio Division

By GEORGE W. MEHRTENS
RADIO DAILY Staff Correspondent

Washington—Strong indication that a new bureau may be established in the Department of Commerce solely for the radio industry was revealed by Secretary of Commerce Daniel C. Roper at a press conference yesterday. The department would aim at first to help the industry in marketing sets and parts abroad. New division would not conflict with the FCC, as it would deal only in the manufacturing phase of the industry.

Actors' Equity Starts Radio Field Roundup

(Continued from Page 1)

have already been held with representatives of NBC, CBS and large independent stations. While the networks are not going out of their way to aid Equity in its move, there is a very definite change in their attitude, one considered favorable. Unofficial conferences also have been held with advertising agency executives. Other activity held to be important will not be divulged for the present.

Last Equity survey of the field taken about three and one-half years ago, revealed 58 per cent of radio's actors and actresses in the AEA fold. This figure may now be exceeded, in Equity's opinion, and when the time comes, this percentage of authorizations will be brought to the front should Equity's position be challenged.

The Equity radio committee and other members working in the field report that a great many signatures have been obtained the past few days, but that here and there actors who have no kick coming have balked at placing their names on the bottom of the authorizations. However, the great majority who have no steady programs, or feel that they are being underpaid, have hastened to sign. Actors with long term contracts feel that they do not wish to jeopardize their affiliations by placing their signatures on the authorizations, but will back up Equity in spirit and lend support later if it is needed. They are AEA members of long standing in many cases.

At least three large advertising agencies are held to be responsible for most of the so-called evils of low salaries per show and plenty of rehearsing. In some cases the artists believe that the agency heads do not know of the numerous doings of their hirelings. However, it is conceded that both the agency and network would rather do business with Equity than either the CIO or other agency.

Asked if Equity would be ready by fall, an official reiterated that something would happen long before that time.

Cabinet Members To Talk In New Columbia Series

(Continued from Page 1)

named, are Attorney General Cummings, Secretary of Commerce Daniel Roper and Secretary of Labor Frances Perkins. Series will be heard Fridays at 10:30-11 p.m. The United States Marine Band will supply the music before and after the speakers are heard.

WNEW Signs With INS; Amplifies News Periods

WNEW yesterday announced the purchase of the INS news service on a 20-hour daily basis. At the same time it was revealed that Richard Brooks, ace commentator, has been signed to an exclusive contract for one year by the station. Beginning July 26, Brooks will become the WNEW news commentator, and will be given full powers in that department. In addition to regular periods, he will have authority to break in on any program during the broadcasting day with special news bulletins.

Starting with the July 26 airings, the regular news broadcasts, with Brooks at the mike, will be aired at 9:45 a.m., 12:30 p.m. and 5:15 p.m. A fourth broadcast, to be heard at 10 p.m., will be inaugurated in the fall following the baseball season. In addition, Brooks will do two broadcasts a week for Warren & Arthur Smadbeck Inc. These will be heard Saturday, 9-9:15 a.m., and Sunday, 10-10:15 a.m. Series begins July 10.

WNEW will attempt to sell all news spots and is offering schedules beginning July 26. INS will cost WNEW about \$10,000 a year.

Harry Albus Joins WINS

Harry Albus, formerly assistant to Dinty Doyle on the New York American, has been appointed publicity director of WINS. Albus, a recent graduate of law school, who has already passed bar examinations, assisted Doyle with the radio column of the American, but left newspapers when the American folded two weeks ago. He succeeds Sylvia Press in his new position.

Illinois Central's Plans

Chicago—Illinois Central R.R. plans a more elaborate program this winter. Prior to last year the road had used WMAQ, NBC outlet locally, for winter vacation show. Last year it switched to CBS midwest network using talent from NBC artists service. Now NBC is trying to woo them back with an attractive spot following "Magic Key of RCA." Caples & Co., Chicago is the agency.

DON KERR

Master of Ceremonies

WMCA

Fox-Fabian Amateur Hour

Harlem Amateur Hour

Paramount Professional Parade

COMING and GOING

A. L. ASHBY, vice-president and general counsel of National Broadcasting Co., sailed for Europe last night aboard the Hansa, to investigate and discuss copyright matters with the principal foreign copyright concerns. Ashby will visit France, Italy, Belgium, Switzerland, Austria, Czechoslovakia, England and possibly other countries. He is accompanied by Mrs. Ashby, his daughter Margery and his son John. They return the first week in September.

E. M. (Tiny) RUFFNER of Ruthrauff & Ryan radio department, who returned from the Coast the other day, will remain in New York for at least three weeks. He is conferring with R. & R. officials on fall activity of the agency's shows, and plans to have the Eastern angles worked out completely before returning to the Coast.

LANNY ROSS and his wife, OLIVE WHITE, left yesterday for a two-week vacation in the country. No announcement as to the singer's plans will be made until his return. Ross is scheduled to leave for the West Coast shortly after his return to New York.

GEORGE HARDER, WBZ, Boston, press department head, planed back to Boston last night.

FRED WEBER, MBS general manager, leaves town next month on a business trip.

JOHN H. HARTLEY, assistant director of special events, and BILL STERN, sports announcer of NBC, will be in Newport, R. I., on Monday to lay plans for the America Cup broadcasts. From there they trek to Boston to do the Yale-Harvard-Oxford-Cambridge track meet on July 17.

RALPH KIRBERY is back after a three-week vacation.

SHIRLEY JOY ELLIS, who has appeared over KOMO and KJR, Seattle, and was selected as "Miss Western America," visited Radio City yesterday on her return from abroad. She is planning to San Francisco.

JOHN McCORMICK, general manager of WKRC, Cincinnati, is in New York on business.

MILDRED BIRNBAUM, secretary to WLW's Bill Bailey, is vacationing in New York and then goes to Chicago to visit NBC's studios there before returning to Cincinnati.

DON WITTEMORE of the NBC engineering staff is now aboard the MacGregor expedition ship Greeley, en route to the North Pole. He's tuning up air equipment for the NBC broadcasts, and leaves the ship at Halifax.

HUGH CORRIGAN, managing director of the Arcadia Ballroom, has returned from a month's vacation to Mexico, where he signed several bands.

BILL BURTON of the Rockwell-O'Keefe office is in Boston.

KITTI CONTI of WCAE, Pittsburgh, is vacationing at Virginia Beach.

Bierstadt Renewed for Lawes

Edward Hale Bierstadt, author, playwright and radio writer, now associated with McKnight & Jordan Inc., has been signed to write the Warden Lawes radio program which begins early in the fall. This marks Bierstadt's sixth consecutive year as writer for this series.

NO BIZ DAYS LOST

Don't waste valuable biz days in travel. Fly United to LOS ANGELES or SAN FRANCISCO in 17-1/6 hours. Overnight Mainliner lvs. New York 5:55 p.m.—breakfast in CALIFORNIA. 2 other fast flights to west daily.

UNITED AIR LINES

FURGASON & ASTON



Representation with Concentration

NEW PROBE BILL FILED BY CONGRESSMAN WHITE

(Continued from Page 1)
be "more detailed" in scope than the Connery resolution. Investigation of chains, he added, would represent only one phase of prospective probe. White added that his idea in introducing resolution at this time was to allow for its passage after Senate completes present discussion of the moot Supreme Court issue. This, he pointed out, would allow for subcommittee or full committee of Senate Interstate Commerce Committee, to which the measure is referred, to carry on its investigatory activities during the Congressional recess.

The Maine senator would have probers assemble all facts during latter part of summer and fall, to allow for definite action in the new session opening the first of next year. "There is a lot of sentiment, both in Democratic and Republican ranks, for this radio study," White said. "We want all the facts."

M-G-M Radio Series Is Still in Formation

(Continued from Page 1)
be completed until Louis K. Sidney reaches the coast. It is believed that Chevrolet and Palmolive both are interested in the series and have made a bid for it.

Just when Sidney will be free to go to Hollywood is uncertain. ARTA trouble at the station has delayed him to date. Despite the fact that a similar series planned last year failed to materialize, it seems fairly certain that the new undertaking will become a reality early in the fall, with Sidney handling all production for the show from Hollywood.

WJBK vs. W. U. Case Now Before the FCC

(Continued from Page 1)
held that the matter was one for the Commission to decide.

Hopkins asks an investigation of the contractual relationship existing between W.U. and other radio stations here in connection with the service involved, and payment of damages alleged to have been sustained.

Cutting "Time" List

When Time Inc. takes over the sponsorship of the "March of Time" from Servel Inc on July 15, the CBS network will be clipped to 34 stations, the same list Time used last spring. Servel at present is using 56 stations.

ANICE IVES'

"EVERYWOMAN'S HOUR"

WMCA

Mon. thru' Fri., 11:15 to 11:45 A. M.

"There's nothing she can't sell."

NEW PROGRAMS—IDEAS

"Musical Headlines"

A sprightly quarter-hour program labelled "Musical Headlines," on WCAE (Pittsburgh) Sunday at 1:15 and Tuesdays at 5:15, is attracting considerable attention. During this feature, Writer Phil Davis of the WCAE continuity staff, matches musical selections with stories in the news.

Anti-Tuberculosis Talks

One of the most educational talks featured over WGL, Fort Wayne is broadcast every Tuesday and Thursday afternoon when Maxine Biebesheimer of the Anti-Tuberculosis League gives a short educational talk on Tuberculosis as it pertains to children and adults, how to detect the ailment, and procedure of conquering it.

Rotating Ministers

WGL, Fort Wayne, has devised a plan whereby every minister in Fort Wayne is heard over the air at least twice a year. The ministers are scheduled regardless of sect, and their talks are non-sectarian as well. The hymns of the respective churches are played at the opening and close of the period, and the clergy may utilize the fifteen minutes as they see fit. This feature alone has created more listening interest to WGL from the church-going public than practically any other feature. The "Devotional Period" is heard daily at 10:15 a.m. CDST.

Traffic Lessons

Traffic lessons three times a week will be inaugurated by KFOR, Lincoln, which will air a Police Traffic Lieutenant interviewing patrolmen and traffic officers, as well as accident victims. Program will interpret a traffic law each night, tell what it means, why passed, and give correct procedure in driving.

"All-Star" Juvenile Show

Uncle Tom's Playhouse, aired over WOW, Omaha, every Saturday morning with a juvenile cast locally trained, recently had an all-star program featuring boys and girls under 14 from Omaha and surrounding territory.

Uncle Tom (Announcer Tom Chase) conducted a contest in which he received more than 4,000 letters from Nebraska, Iowa and neighboring states casting votes for young artists. Then the youngsters were used on the program.

"Sunny Smile Club"

Seven-year-old children's program on WSPD, Toledo, has been renamed the "Sunny Smile Club," sponsored by a firm of dentists, and is inaugurating five-minute juvenile dramas in the program. Skits are actual incidents from life wherein a child has done something heroic. The show is conducted almost entirely by kids, with a girl and boy as emcees.

Sponsor also conducts a weekly

contest, with prizes for children displaying the sunniest smile.

Organ Stories

Salt Lake City's Z. C. M. I. department store, through KSL producer Alvin G. Pack, has introduced "Organ Stories," a copyrighted feature which presents a story teller lady who pauses at suggestive spots in her presentation while Gene Halliday interpolates the balance of the thought to music. Prizes are awarded for ten best submitted letters containing the song title and word thought as interposed. Alvin G. Pack originated the feature now heard once weekly as a companion show to "These Crazy Humans" also heard on KSL in Salt Lake City twice weekly.

"Sunday Morning Revue"

WISN has inaugurated a new series of programs entitled "Sunday Morning Revue." During the program, which runs from 9:30 to 10:15 a.m., birthdays and anniversaries being celebrated on date of program are generally honored. The show, like the Early Risers club, in addition to providing entertainment, will be of real service to the public, giving weather, temperature and correct time at five minute intervals, an aid to those planning a day's outing at some local resort or lake. Latest dance hits, electrically transcribed, will be featured.

Feminine Charm

"It's Fun to be Charming" is the title of a new weekly series for femme listeners being directed by Mrs. Laura Morgan Button over WIP, Philadelphia. Program discusses helpful hints in charm-acquiring, together with answers to questions sent by listeners.

Ralph Bates on Air in Spain

Ralph Bates, author, is now broadcasting every Tuesday and Friday via short-wave over EAR in Spain. He is heard at 7:30-7:45 p.m. A special series of news broadcasts will also be aired by Bates every day at the same hour.

Flying Boat Arrival on NBC

The arrival in Montreal today of the Imperial Airways flying boat Caledonia will be covered exclusively by NBC in cooperation with the Canadian Broadcasting Corp. and will be heard at 3:30 p.m. over the NBC-Blue network, or as close to that time as the arrival of the plane will permit.

LUCILLE & LANNY

"Two Voices and a Pianny"

WJZ-NBC Blue Network

M., T., Th., Fri. 5-5:15 P.M., E.D.S.T.

Personal Representative

LESTER LEE

RKO Bldg.

New York

AMOS 'N' ANDY SIGN 3-YEAR CAMPBELL DEAL

(Continued from Page 1)
the entire deal. Sponsor now has two shows on CBS, "Hollywood Hotel" and the Ken Murray program. Whether either of these shows will be cancelled when the Amos 'n' Andy series begins, H. F. Jones, advertising manager of Campbell Soup, was not sure. Jones said "that was something for the future to decide."

This is the first time Campbell has contracted for time on NBC. It always has been an exclusive CBS account. Five-a-week series by the soup manufacturer makes it certain that its 1938 radio expenditures for time and talent will reach an all-time high figure for the company.

WNEW Adds 2 to Staff

Alfred L. Seelye has been added to the WNEW sales staff as a salesman and Albert A. Eisenscat has been appointed sales promotion manager of the station. Eisenscat is the first man to be retained as a permanent sales promotion manager. In the past the station's policy was to call in special men to fill the position whenever it was necessary.

WFAS Summer 'Pop' Concerts

In keeping with an expressed desire by Westchester listeners for music of a better nature, WFAS, White Plains, has installed a series of Summer Pop Concerts, broadcast each Sunday night at 8-8:30 p.m.

The programs are prepared by using disks of concert works familiar to layman music lovers, introduced with appropriate remarks pertaining biographically to the composer, and program notes explaining the selections. At present, alternate Sundays are given over to symphonic orchestra, and brass concert band renditions, respectively, with an invitation for listeners to send in their observations as to which unit is endowed with greater qualities for effective interpretation of the more complex forms of composition.

The programs are designed, and the continuity prepared and delivered by Frank A. Seitz.

Henry Dagand Moves

Henry Dagand, artists' representative, has moved his headquarters to the RKO Building, Radio City.

JERRY COOPER

HOLLYWOOD HOTEL
CBS

FRIDAYS 9 P. M. EDST.

AGENCIES

BAXTER PICKERING, who recently resigned the presidency of Kelsey-Pickering Inc., advertising agency, has established an agency under his own name and will specialize in radio advertising. Offices for the new organization have been leased on the 17th floor of the RCA Building in Radio City.

BROOKE, SMITH & FRENCH INC., Detroit, will handle the promotion for the new line of home appliances being put on the market by the newly-formed Bendix Home Appliance Inc., an affiliate of the Bendix Aviation Corp. First announcement will be on a fully automatic washing machine.

HOWARD LAW has become a member of the J. M. Korn advertising agency in Philadelphia.

GUEST-ING

ANN PENNINGTON and REINALD WERRENATH, on "Hammerstein Music Hall," July 13 (CBS, 8 p.m.).

SHEILAH GRAHAM, Hollywood correspondent for North American Newspaper Alliance, on Campana's "First Nighter" from Chicago, tomorrow (NBC-Red, 10 p.m.).

CONNIE BOSWELL, return guest on Ken Murray program, July 14 (CBS, 8:30 p.m.).

BERNARD SIMON, press agent and former dramatic editor, on Charlotte Buchwald program, tomorrow (WMCA, 2 p.m.).

HENDRIK WILLEM VAN LOON, on "Your Hit Parade," July 17 (CBS, 10 p.m.).

SUSANNE FISHER, SHEP FIELDS and orchestra, THE KIDOODLERS and JEAN SABLON, on "Magic Key of RCA," July 11 (NBC-Blue, 2 p.m.).

WYNN MURRAY, on Ben Bernie's American Can program, July 27 (NBC-Blue 9 p.m.). Set by Herman Bernie.

MILTON BERLE, on Ben Bernie's American Can program, July 20 (NBC-Blue 9 p.m.). MISCHA LEVITSKY, on same program, July 27.

CORINNA MURA, soprano on "The Other America," July 13 (NBC-Blue, 10 p.m.).

Radio Sets in Belgium Show 16 Per Cent Rise

Brussels—Official Belgian statistics show the existence of 923,814 radio sets in the homes, as of May 1, compared with 794,852 in 1936, a gain of over 16 per cent.

Time Buyers Vacationing

Ned Midgely, radio time buyer for Batten, Barton, Durstine & Osborn Inc., expects to leave on his vacation this Friday. Jack Latham, spot time buyer for Young & Rubicam Inc., is taking part of his vacation time this week and will be back at the office on Monday.



• • • When Horace Heidt leaves the Biltmore July 29 for the Drake in Chi for four weeks with his Alemite and MBS shows, Ted Weems may go into the Biltmore until Heidt returns in Oct.... Gus Arnheim with June Robbins will leave the New Yorker the 28th and open at Loew's State the day after. Glen Millar, Clyde Lucas or Jimmy Dorsey succeed Gus.... Charlie "Mousie" Warren's brother, Frank, is ailing seriously.... Mike Nidorf won't return to his desk until Sept.... Effective today, James G. Ralston of the NBC Guide staff, starts in the press dept.... Though Phil Baker is off for the summer and is on the coast, he will do two guestar shots from there shortly.... A preview of "High, Wide and Handsome" which was slated for Hollywood Hotel on the 30th was cancelled because Johnny Green played the score on his Packard show the other nite.... With Tommy Dorsey opening at the Penn Roof, Bunny Berigan at the Pavillon Royal, Enric Madriguera at the Surfside and Bob Crosby up in Boston, all slated for tonite, the music boys are hoping for two more—so as to make the sheet!

• • • Charlie Hicks of WSOC was working a golf course pick-up with a pack transmitter the other day, and while waiting the arrival of some golfers he decided to sit down on a little mound under a shady tree which he soon discovered with an ANT-HILL!... From Chicago comes word that the Four Batchelors of the College Inn and CBS—Bob Rice, Bobby Borger, Henry Russell and Jack Gifford—each have put up \$100 in cash as a guarantee of their staying single.... If any should marry, his dough is to go into a pot for the other three singletons.... Jerry Fairbanks, WJBK announcer, coaches Elaine Beason (otherwise Mrs. Fairbanks) by remote control.... When Elaine appears with the WJR dramatic shows, Jerry listens in on the station's private phone loop, and after the airing offers constructive criticism!

• • • Cole Porter has just signed an exclusive contract with Henry Spitzer of Chappell which binds the tunesmith until 1940 with the publisher!... Jean Paul King's Household Finance air reports folded Saturday for the summer.... Stuart Canin, the 10-year-old violinist who appeared on the Fred Allen show playing "The Bee," thus starting the Benny-Allen feud, is slated to start another air war when he appears on the Harry Von Zell show.... Donald Flamm, prexy of the Inter-City net, now touring Europe, is taking candid camera shots of unusual scenes there and sending the pictures back to the U. S. as postcards to friends.... Pick and Pat are preparing an old-fashioned minstrel show for the fall.... Wini Shaw goes into Riley's at Saratoga, July 26.... Imagine someone's face when Dave Apollon arrived in Hollywood the other day with his band. He was hired because they were making a Russian picture and required Russian musicians. Dave got off the train—followed by his Filipino orchestra!

• • • WTMV's "Trading Post," the show wherein the station offers free time to its listeners who wish to buy, sell, or trade goods, has turned up some nicely completed deals. Automobiles, canoes, tennis racquets, shot-guns, dogs—all these and more have been sold to other listeners. Woody Klose and Fred Moegle, announcers, have been offered everything from cash to baby chickens as commission.... However, the prize offer was received the other day from a fellow who described his wife's qualifications and pointers and offered to peddle her "for anything you can get."

PROMOTION

Articles on Shakespeare

As promotion for its Shakespearian series which starts Monday, CBS is releasing to the press a series of articles by William A. Brady, dean of Broadway producers and also an actor, dealing with Shakespeare. First article is titled "The Melancholy Dane Goes on the Air."

Popeye Club Popular

WDNC's Juvenile Popeye Club from the stage of the Carolina Theater, Durham, N. C., on Saturday mornings at 10:15 is becoming increasingly popular with the youngsters of Durham and vicinity. The broadcasts are sponsored by the Durham Dairy (Ice Cream), who at each performance present the kids who have had birthdays during the past week with a pint of Gold-Seal Ice Cream. During the performance, the Carolina Theater screens two cartoons, a feature picture and one chapter of a serial.

WSOC Beauty Contest

WSOC recently staged a bang-up beauty contest at the Wilamette Swimming Pool near Charlotte. Thousands of people jammed the regular bleachers and specially constructed grandstands, and at the last minute, more thousands were forced to watch through the wire fence. Beside the main feature, the Beauty Contest, WSOC put on aquatic attractions such as sprints, high-diving and comic-dives. Even "Hot Shot Elmer," the station's hill-billy comedian was present in a specially designed bathing costume labeled "Miss Hot Shot Elmer."

The contest was planned and produced by Announcer-Salesman Dewey Drum and Salesman-Singer Byron Smith of the WSOC staff. Twenty-one Charlotte beauties paraded their pulchritude before the spectators and judges, and the purpose of the contest was to determine who would represent the friendly city in the state-wide contest to be held at the Wilamette Pool at a later date. Each girl in the WSOC show represented a local business concern.

John Ward, WSOC's remote control supervisor, and engineer L. L. Caudle handled the technical equipment for the broadcast from 8 to 9 o'clock in the evening, relayed to the station by the Mobile Unit short wave relay-broadcast transmitter WAAK. Program Director Paul Norris introduced the performance to the radio audience and then Announcers Dewey Drum and Dick Faulkner kept up a rapid fire description of the progress of the contest. Boe Norris, WSOC's musical director, had his orchestra in the bandstand to furnish music.

WHN Cuts Half Hour

WHN, effective immediately, will sign off at 1 a.m. instead of 1:30 a.m. New time schedule allows WHN to broadcast 18 hours daily. WHN recently attempted to insert a 24-hour schedule, but was not successful.

WITH THE ★ WOMEN ★

By ADELE ALLERHAND

SATURDAY A.M.'s the 22nd floor of CBS studios is the scene of much impromptu entertaining on the part of juvenile talent...Vocalists unleash the suppressed desire to tap-dance....Actors warble or coax sound out of unaccustomed instruments....Entire personnel sits back at intervals to hear Ted Wick rhythmatize, which he does by stroking the keys of a grand piano with one hand and twanging the celeste with the other....Ted celebrates his first year as CBS producer Aug. 1....Gogo De Lys is all set to take over the femme ping-pong championship of the studios....Mary Edith Stahl, Bill Bacher's Remington and Gregg gal, received belated birthday gifts from the "Hollywood Hotel" cast because she only told them after the program....Guest of honor at "Sunday Mornings at Aunt Susan's" rehearsals is a canine monikered Jinks, property of Ruth Garland of "Pennywise" fame....his weaknesses are airmindedness and an undoggy passion for candy....Alvino Rey, consort to Louise King of King Sisters fame, is royal in his own right, Rey being Spanish for King.

Kathryn Craven's July 12 offering will be a play-by-play of Shakespeare; a behind the scene description of Burgess Meredith and the other thespians of the CBS Bard cycle....Meredith and wife Margaret Perry will make their first studio appearance together in the new series....Meredith in Hamlet starts the CBS cycle....Grace Moore's parting tributes to Announcer Don Forbes and Technician Bill Lawrence were monogrammed silver cigarette boxes....Dwight Cook and Whittin Badger, ranking producers, rated initialed gold cuff links....Jacques Renard's 14-year-old offspring, Sylvia, has been deposited at a mountain camp for the duration of the hot weather.

Martha Dulin of WBT, Charlotte, introduces songs played by organist Marie Davenport and pianist Jane Bartlett on her Philco and Leonard Morning Melodies quarter hours by original verse, the poetry output averaging four outpourings of the muse per diem....Beatrice Wain (Four Stars) munches carrots around the studios....Doris Kerr to swell the ranks of the self-appointed pilots....All that debris at Jones Beach over the weekend was occasioned by the "Myrt and Marge" picnic.

RADIO PERSONALITIES

No. 48 in the Series of Who's Who in the Industry

JOHAN E. PEARSON, who last month became manager of national accounts for stations KWTO and KGBX, Springfield, Mo., has quite a bit of radio and newspaper experience under his belt despite his mere 31 years.

From 1930 to 1936 he headed the KWTO-KGBX news and market departments, which he organized. In November, 1936, when KWTO became a 5,000-watt station, Pearson was placed at the head of a promotion department of five members. The post assigned him last month was newly created by Sales Manager Ralph D. Foster, to devote greater attention to national sales and promotion.

Before "going radio", Pearson was a newspaper reporter and editor. He also has had more hours on the air than any other announcer connected with KWTO-KGBX.

Since his appointment to his present post, with Carl Ward as assistant in charge of promotion and Terry Morse in charge of NBC traffic, the KWTO-KGBX business chart is understood to have grown more interesting.



Among those who came up from newspaper ranks. . .

ORCHESTRAS-MUSIC

KAY KYSER wound up a two-week run at the Boston Ritz-Carlton last night and embarks on a series of one nighters, beginning with Dorney Park, Allentown, tonight. Tomorrow he makes music at Scranton's Masonic Temple.

Shep Fields and his "Rippling Rhythm"-ers begin a series of one-nighters today throughout the East, appearing in cities close to New York in order to return for their Sunday night WJZ broadcasts. After five weeks they return to New York and add an engagement at the Paramount Theater to their radio activity.

Hughie Barrett has augmented his work on the NBC Monday night "Melody Revue", bringing the number up to 16. Verilye Mills is his harpist. With the departure of Casper Reardon for Hollywood, the Barrett aggregation is scheduled to remain at the Central Park Tavern on the Green for the entire summer.

Abe Lyman, "Waltz Time" maestro, whose band airs on several other commercials each week, celebrates the completion of his 20th year as band leader tomorrow. His band's been on the ether for six years without one weekly lapse.

When the Harold Jordy cocktail ensemble takes over the Fountain Room of the New Orleans Roosevelt, Marion Sutter will contribute the trumpet touch to an otherwise strictly reed, string and percussion outfit. Leon Prima has added a dance to his trumpeting with his band at the New Orleans Penthouse.

Batoneer Dave Winstein takes over the duties of emcee in addition to his musical activities from time to time at the New Orleans Club Plantation. Last extra-musical job he performed was to act as secretary to the

committee which drafted the price list and by-laws of the horn tooter's union.

KTUL, Tulsa, is carrying seven night-time quarter hours weekly of Herman Waldman and band from the English Village, Tulsa's open air night club. Regular commercial rates apply on all such remotes, according to W. C. Gillespie, general manager.

Bunny Berigan and band take musical command of the Pavillon Royal, Valley Stream, L. I., today.

Earl Mellen and his Carolinians debut on the Pleasure Beach WICC broadcast July 11 at 11:30 p.m.

Don Voorhees, "Cavalcade of America" conductor, will serve as music director for two Broadway shows next season. He's busy working on "Virginia", a Laurence Stallard and Howard Dietz opus, and is scheduled to direct "Between the Devil", by Dietz and Arthur Schwartz.

Donaldson, Douglas & Gumble is the publisher of "You'll Never Go to Heaven if You Break My Heart", one of the past week's most played tunes on the air. Leo Feist was inadvertently credited as the publisher in yesterday's issue.

Larry Kent's musical aggregation, pinch-hitting for that of Sterling Young at the Los Angeles Wilshire Bow, is being aired regularly over the stations of the Orange Network. Features of the orchestra are Mary Lou Cook and Arvin Dale, Booth Bertram, comedy drummer and the music of an electric organ.

Benny Meroff will follow Art Shaw at the Plaza Ballroom, Wildwood, N. J., broadcasting nightly by remote via WIP, Philly.

★ F. C. C. ★ ACTIVITIES

APPLICATIONS GRANTED

Knickerbocker Broadcasting Co., Inc., New York. CP for new high frequency station. 26550 kc., 100 watts.
Reading Broadcasting Co., Reading Pa. CP for new exp. relay station. 31100, 34600, 37600 and 40600 kc., 10 watts.

SET FOR HEARING

William C. Smith, Bogalus, La. CP for new station. 1310 kc., 100 watts, unlimited.
M. M. Valentine, Laredo, Tex. CP for new station. 1500 kc., 100 watts, 250 watts L.S., unlimited.

ACTION ON EXAMINER'S REPORTS

John S. Allen and G. W. Covington, Jr., Montgomery, Ala. Remanded to docket for further hearing.

Central States Broadcasting Co., Council Bluffs, Ia. Denied CP for new station.
C. W. Corkhill, Sioux City, Ia. Denied CP for new station.

Sioux City Broadcasting Co., Sioux City, Ia. CP for new station granted. 1420 kc., 100 watts, 250 watts L.S., unlimited.

State Capital Broadcasting Assn., Austin, Tex. Granted CP for new station. 1120 kc., 1 KW., daytime, specified.

Falls City Broadcasting Corp., Falls City, Neb. Denied CP for new station.

Radio Enterprises, Lufkin, Tex. Denied CP for new station.

Red Lands Broadcasting Assn., Lufkin. Granted CP for new station. 1310 kc., 100 watts, daytime.

Virgil V. Evans, Gastonia, N. C. Denied CP for new station.

I. B. Roberts, Gastonia, N. C. Denied permission to extend completion date of construction on WJBR.

APPLICATION RECEIVED

Panama City Broadcasting Co., Panama City, Fla. CP for new station. 1420 kc., 100 watts, daytime.

HEARINGS SCHEDULED

Sept. 17: WCBA, Allentown, Pa. Vol. assignment of license to WSAN, Inc. 1440 kc., 500 watts, share-WSAN.

Harold F. Gross, Lansing, Mich. CP for new station. 580 kc., 500 watts, 1 KW. L.S., unlimited.

United Theaters Inc., San Juan, P. R. CP for new station. 570 kc., 1 KW., unlimited.

Sept. 20: Monocacy Broadcasting Co., Rockville, Md. CP for new station. 1140 kc., 250 watts, daytime.

Church of Jesus Christ of Latter Day Saints, Salt Lake City, Utah. CP for new high frequency station. 15250, 21460 kc., 50 KW., unlimited.

Floyd A. Parton, San Jose, Cal. CP for new station. 1330 kc., 250 watts, daytime.

Government Station Bill Stands a Good Chance

(Continued from Page 1)

body is behind that measure," RADIO DAILY was told, "I don't think there is any opposition at all. In fact there is definite movement to put it through this session."

1	2	3	4	5	6	7
SUN	MON	TUE	WED	THU	FRI	SAT
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

July 8
Greetings from Radio Daily

to
Bernie Foyer Gertrude Niesen
John Brewster Fritz Clark

☆ Program Reviews and Comments ☆

"ADVENTURES IN EXPLORATION"

Sustaining

WABC—CBS Network, Tuesdays, 5:45-6 p.m.

INTERESTING DRAMATIZATIONS OF EXPEDITIONS FOR MUSEUM EXHIBITS.

Prepared by the CBS educational department in association with the Museum of Natural History Magazine, this series promises to be adventurously thrilling as well as informative. First broadcast dramatized how the "Dragon of Komodo," one of the Museum exhibits, was hunted and trapped by a far east expedition. The kids especially should go for the series.

"NBC Night Club"

Emcee Morey Amsterdam was in his funniest form on last Tuesday night's edition of the "NBC Night Club" emanating from Chicago over the NBC-Blue network. It was the best show of the series to date. Jackie Heller was a guest star, doing a nice combination of "Charmaine" and "Diane." The Vagabonds also dispensed some swell vocal rhythm. And there were others, not forgetting the Kogen orchestra.

PHILADELPHIA

Al A. Cormier, WIP vice-president and general manager, back at his desk after a rambling auto tour vacation.

Karl Barron, former WIP announcer, now doing his mike splicing for KYA, San Francisco.

Ben Gimbel, WIP prexy and Leslie Joy, KYW station manager, clearing desks before setting out on their vacations.

A surprise shower was tendered Clarice Mayer, KYW woman news commentator, at the Arcadia International House. Among the KYW artists present were Jane King, Mrs. James P. Begley, Rosalind Stuart, Edith Roday, Paula Markmann. Miss Mayer will middle-aisle it with Dr. Joseph L. Garfield on Aug. 1.

WCAU records reveal that three staff members were bitten by the marriage bug in June. Agnes Rush and Kathryn Fahy were the two young ladies, while Charles Smith was the only male radio groom.

Dave Walls, WIP warbler, is doubling in brass, emceeing the floor show at Venice Cafe.

Pat Stanton, WDAS general manager, will take a combination trip the latter part of July in the form of a vacation, business trip and honeymoon. Sets sail on the matrimony seas with Mary DeMey on July 24. His sojourn also marks the completion of the ninth year for Stanton's Four Province Irish Hour.

Bob Street, WCAU station manager, sporting a healthy share of blisters after some healthy spade work at his new farm household at New Hope, Pa.

Joe Connelly, WFIL publicist,

"SKYWAYS REPORTER"

W. Wilderotter Sons Store
WAAT, Newark, Tuesday-Thursday-Saturday, 6-6:15 p.m.

William N. Scheer Agency

AIRPORT INTERVIEWS AT NEWARK FIELD PRESENT GOOD POSSIBILITIES.

As a variation of the man-in-the-street interview this remote from the Newark airport ought to prove quite entertaining. Aside from the listener interest that it provides for its sponsor, the program is a nice break for the airlines and also contains quite a few good showmanship possibilities.

Bob Becker handles the microphone, and the initial program had an appropriate introductory interview with the airport manager, followed by talks with a number of airplane passengers and others, all very interesting because of the different and distant origins of the travelers, the reason for their trips, etc., all brought out in an easy informal style by Becker.

"Early Risers Club"

Seven o'clock in the morning is an early time to start listening to the radio, but there are plenty who do so and among them ought to be quite a few fans for this 7-8 a.m. period over WMCA-Intercity. Starting off with

martial music, which is all the better for waking 'em up, there follows a brief news summary, then more music of various kinds, both lively dance tunes and some of the symphonic kind, interspersed with philosophy, verse and other talk. At about 7:40 the schedule of steamers arriving and sailing that day is read off. Then some more music until 7:45, when the morning news report is presented.

Alun Williams handles the program and does it very well. Listeners are invited to send in their favorite verses for reading.

Richard Maxwell

Among the most likeable of the "songs of cheer" programs is the 9:30 a.m. program presented over WABC-CBS by Richard Maxwell. It is no easy job to drum up a quarter-hour of cheering musical numbers and talk, five days a week, without making it sound like mechanical routine, but Maxwell is one of the few such artists who can turn the trick very neatly. A pleasing voice for both singing and talking and a happy faculty for weaving nice thoughts in and out of his musical numbers are among his assets.

Briefly

After nearly dying the death of a dog in company with Helen Broderick on their own radio program, Victor Moore took another tumble as guest on Benny Goodman's show Tuesday night over CBS. On stage and screen, Moore is as funny as they come. But on the air he is as lost as Mickey Mouse would be.

Those "Console and Keyboard" stints performed by the industrious Louise Wilcher (console) and Pauline Alpert (piano) over WOR are very pleasing interludes.

Sandwiched in between the blare of Benny Goodman's swing orchestra on CBS and the more restrained but still jazzy Johnny Green band on the NBC-Red network, the songs and melodies dispensed by Frank Muniz, Lois Bennett and the Arden orchestra on the NBC-Blue on Tuesday nights are like a restful oasis.

That fellow Ed Fitzgerald has earned himself a good vacation by his always entertaining 9 a.m. stint over WOR in behalf of the Bamberg-er store—not forgetting his weekly evening variety show.

BOSTON

Jean Abbey, who airs regularly over WEEI for the Home Companion magazine, returned from a honeymoon-vacation trip. Away from the mike she is now Mrs. Claude Higgins.

Mal Hallett, New England's favorite maestro, played his only two dance dates in these parts over the holiday week-end. The band is booked to open a theater tour on July 21 at the Paramount in New York, then to Washington, Detroit, Atlantic City and finally Boston's Metropolitan on Sept. 9.

Lewis S. Whitcomb, assistant manager and publicity chief at WEEI, ill for the past six or seven weeks, reported greatly improved. Whit is now able to sit outdoors several hours a day.

SAN FRANCISCO

Tom Wallace, "horse sense philosopher" on KYA, has received more than 8,000 pieces of mail in response to his offer of a "dream book" made two weeks ago.

Ann Smith, a vocal "discovery" of Ken Stuart, KYA talent scout, is winning popularity in frequent appearances on "Listen Ladies," CRS afternoon variety show.

spending his week-ends at the family manse beside the sea at Wildwood.

Stan Lee Broza, WCAU program director, back at his desk after a trip to Pittsburgh.

Carlotta Dale, vocalist with Jan Savitt's KYW-NBC Top Hatters, will be back on the air in the fall, recovered from an auto mishap.

LOUISVILLE

Red Nichols and His Pennies, in town for a week stand at Iroquois Gardens, airing nightly over WAVE.

Three members of the University of Kentucky radio staff have obtained summer jobs with radio stations. George Jesse, University student announcer, is with WAVE, Phil Sutterfield, also an announcer, is with WGRC, New Albany, Indiana, and John Boyers, technician at the University studios is operating at WHAS.

The father of George Patterson, WAVE program director, recently passed away at Ravenna, Ky.

The Oertel Radio Theater (erstwhile National), which houses the Tuesday night broadcasts for a local brewery, was recently air-conditioned, and attendance has been at virtual capacity during the hot spell.

Salt and Peanuts, harmony team, which started at WLW and drifted from there to KDKA and WSM, now warbling over WHAS.

NEW ORLEANS

Tony Almerico and his orchestra are jumping from LaPlace, La., to Chez Patee at Henderson Point, Miss., to replace Ned Bradley's orchestra, which opened the new spot. Broadcasts scheduled over WGCN.

WWL is definitely moving to eliminate its surplus of hillbilly programs.

Mildred Butz and her ensemble opened at the St. Charles bar last week, as that spot found it did need music, especially of the feminine variety. Ensemble consists of Mildred Butz, violin; Barbara Lawrence, piano; and Julie Huth, formerly with Alex Hyde, reeds. Aired over WBNO.

KANSAS CITY

WHB will carry three thirty-minute band concerts weekly through the summer from the Mid-Western Music camp at the University of Kansas, with Ludwig Hebeistreit of the Chicago Rhythm Symphony conducting.

Mr. and Mrs. Morris H. Straight have left for a vacation in Colorado. Straight is head of the WHB Client Service department.

Milton F. (Chick) Allison, KMBC publicity chief, has been elected vice-president of the Kansas City chapter of the International Exchange Club, a luncheon and service club devoted to assistance of underprivileged and crippled children.

Jim Simmons, KCMO program director, spent the fourth in Joplin, Mo., visiting friends and relatives.

KCMO has sold the Advance Baking Co. six quarter hour news broadcasts weekly for a period of 13 weeks. Baking company is placing posters on all of its trucks to advertise the show and KCMO, while 1,500 posters and window streamers announcing the radio feature are being placed in retail groceries in Kansas City and the adjacent territory. Laymon Cameron is handling the news for the broadcasts.

Paul Snyder, who has been connected with several local stations, is temporarily filling the vacancy on the KCMO announcing staff created when Jack Wolever went on the road with a summer rep show.

★ Coast-to-Coast ★

FOUR KOMO-KJR (Seattle) staff members are saying "I do." Gladys Belle Miller, head of music department, and Byron Peter Lyman of the production department become Mr. and Mrs. in a few weeks. Aileen Barton, the hello girl, and Gladys Niemeyer, sec'y to Manager Bert Fisher, will middle-aid it with respective grooms in Sept.

Harry Bason, musical director at WIRE, Indianapolis, is back on the job after being out two days due to a slight injury.

Ray Gerosa of New Haven is a new broadcaster over WICC, Bridgeport.

John Ward, remote control supervisor, and Paul Norris, program director, of WSOC, Charlotte are on a two-week vacation in Florida. Charles Glenn Hicks Jr. is program chief during the interim, while Engineers Cy Carter and L. L. Caudle share Ward's work, with Dick Faulkner, announcer, handling the overflow of remotes.

John F. Neblett, who recently joined WBNS, Columbus from KWK, St. Louis, is conducting the Street Reporter broadcast besides his special events announcing.

Carl Dozer, announcer, is pinch-hitting for Dave Olsen on the "Grandpa and Snuggins" program over WCAE, Pittsburgh, while Olsen is on vacation.

KTUL, Tulsa: Fenton Jeffers, assistant manager, expected back at his desk soon after being out two weeks due to an infection. . . . Nate Wilcox, chief engineer, is proud papa of an eight-pound son. . . . Mary Mosher, formerly of Hollywood, is the new hostess.

Herb Hollister, in his latest "Weekly Letter," about KANS, Wichita, Kas., points out that in May of last year KANS was just "a glint in my eye," and in May of this year 84 Wichita merchants used the station to sell their products.

WMCA Chatter: Dick Fishell and Bert Lebhar start their tennis feud this week-end. . . . All desks at the station are littered with flowers these days; Al Rose is puttering with his garden. . . . Jack Coombs, assistant program director, on vacation. . . . Alun Williams, genial announcer, kept pretty busy, taking the air when the station opens at 7 a.m. with the Early Risers Club, followed by 5-minute news stint and then four other regular shows scattered throughout the morning. . . . Frankie Basch, Roving Reporter, goes everywhere that news is in the making. . . . having met a few of the outstanding automobile race drivers, she

decided to go down to the track to see what it's all about. . . . Hal Janis is the proud possessor of two female puppies, answering to the names of "Amos" and "Andy". . . .

Billy Dcaver and Laverne Alewel have been engaged for the summer by the D. & C. Lines whose steamers cruise the Great Lakes. They are the 13-year-old discoveries of Uncle Nick who handles WJBK's Children's Hour and the Teen-Age Follies.

There is an apartment house on Seward Avenue, Detroit, that could well be called "WJBK's Haven." For in this building live announcers Jerry Fairbanks and Charlie Sterritt, Program Director Sybil Krieghoff, Mildred Van of the production department, O. J. Neurath, actor, and Sterling Beason, character man.

KCKN's airing of the Kansas City Kansas Soap Box Derby was a highly successful affair. Evan Fry and Karl Willis, announcers, and Leonard Brann, control operator, were at the starting line, with Announcers Ralph Nelson and Randall Jessee and Chief Engineer Clark Smith at the finishing post.

"Opportunity Knocks" is a new program being aired each Tuesday and Saturday at 7:30 p.m. C.S.T. over WRJN, Racine, Wis., featuring interviews with individuals desiring employment.

For his last presentation before leaving Des Moines for New York on his vacation, Donald Thompson, WHO Playhouse director, chose "Leather-necks," by Ronald Dawson, a story of the American Marines during the occupation of Haiti. The program, presented Sunday and dedicated to all branches of the United States service, had a cast including Glenn Goodwin, Donald Thompson, Bob Eaton, Patricia Thompson, Irma Hershe, William H. Rodgers Jr., and Robert Blaylock, Sr.

WCPO, Cincinnati, Scripps-Howard station, has 15 newscasts daily, all sponsored by local retailers. Station has opened a new studio on Walnut St. where a UP teletype is installed. Local news is handled in conjunction with the Cincinnati Post.

WRJN, Racine, Wis., has signed for Transradio Press Service.

Norwood Bradshaw, Arnold King Jr. and Bernard Marcus, all of the WLTH technical staff, are very secretive these days. They absolutely refuse to reveal the results of their own private poll on WLTH programs, though they do say that Norman H. Warembud, special events announcer, will be very sore if they talk.

RADIO FOLK

are cordially invited to drop in when visiting New York.

Come up and chat.

In fact why not make your New York headquarters with

RADIO DAILY

Paramount Building

24th Floor

Times Square

Use our phones

Have your mail sent here

Make appointments here

In fact as time goes on we think you'll like

RADIO DAILY

S E R V I C E



NORMAN ROSS INC., radio consultants, has installed RCA speech and Presto recording equipment in its audition room.

Claire Oldsen of WGN program department is back from a New York vacation.

Kay Kyser will wind up his Willys series here in WGN studios on July 25.

Jim Fleming, WGN announcer, forced down in storm at Detroit flying back from New York.

Carl Meyers, WGN chief engineer, back from business trip to Washington.

Goldenrod Ice Cream is launching a three-a-week adventure show for juveniles titled "Adventures Abroad" on WGN. Written and produced by Virginia Lee, show features veteran child actors Frank Armstrong, Cornelius Peeples, Jerome Walter and Jacqueline Feurman. Songstress Rosemary Dillon also in cast. Salem N. Baskin agency.

Martha Helen Norcross of NBC Norcross sisters and Charles E. Lewis, WBEN chief announcer, Buffalo, are honeymooning on a Great Lakes steamer.

Ann Lester is singing with Nino Rinaldi's band at the Yacht Club.

Jeri Renard is the new songstress with Wendell Phillips ork at the Tiffany room, Hotel Chicagoan.

Al Barker of NBC continuity department quitting staff work to devote all his time to writing NBC Minstrel Show and "Don Winslow of the Navy."

Resignation of regular rector at church of Atonement (Episcopal) leaves the Rev. J. Oren Weaver temporarily in charge. During the week he is "Buck" Weaver, WBBM news editor.

June Meredith of "Wife vs. Secretary" and "Curtain Time" on WGN will be guest of honor at the Mummies ball at the Traverse City, Mich., Cherry Festival on July 16.

ONE MINUTE INTERVIEW

JOHNNY GREEN

"Radio has made 'Home, Sweet Home' a reality, instead of just a phrase, to musicians. In the old days, musicians were always travelling, drifting from place to place, filling engagements in hotels and theaters from New York to San Francisco. Today, the average instrumentalist remains either in New York or in Hollywood for his broadcasts, and leads an orderly, domestic existence."

STATIONS OF AMERICA

Highlights in the Development of Outstanding U. S. Radio Stations:
No. 49 of a Series

WSPA—Spartanburg, So. Car.

920 Kilocycles—1,000 Watts Daytime

VIRGIL V. EVANS, Owner and Gen. Mgr.

JAMES D. MUGFORD, Program Director

JACK MURRAY, Commercial Mgr.

WSPA in Spartanburg, the Trade Center of the Piedmont section serving over a million and a half listeners, had its inception in February, 1930. It was first opened as a 100 watt and later went to 250. On Aug. 21, 1934, the FCC, realizing the job WSPA was doing in its territory, granted an increase to one thousand watts.

WSPA is one of the very few independent stations in the South that has managed to hold its head above water during strikes and depressing times. The very capable management of the station owner, V. V. Evans, has been the outstanding factor in the success of the Pioneer Radio Voice of South Carolina.

The present staff consists of: Jack Murray, commercial manager; James D. Mugford, program director; Robert Wallace, chief engineer; George Tate, junior engineer; Broadus McSwain, announcer; Billy Steadman, control operator; Clarence Morse, control operator; Staton Dixon, continuity writer and news reporter; Richard Pattison, announcer; Boyd Staton, control operator; Ruth Haley, organist; Mrs. Pearl Felder, bookkeeper, and Grady Newman, relief announcer.

Several programs which began when the station went into operation are still on the air today without a break in all this time.

The studios of WSPA at present are at the corner of Avant and Ravenel streets. The transmitter is located three and a half miles Northeast of the city in Evanston Heights. Within the next three weeks the studios will be moved to their new location on South Liberty Street. These studios will be modern throughout, consisting of five large studios, five offices, an auditorium seating 400, and a spacious reception room. With the new set-up WSPA will be one of the finest broadcasting plants in the South.

WFAS Adds German Time

The response which has consistently greeted the Wednesday afternoon German Broadcast Hour inaugurated last October over WFAS, White Plains, by Bruno Klohoker, member of the staff, has been responsible for a renewal average of better than 90 per cent among sponsors of the feature.

To accommodate the demand for another German broadcast, a new Saturday morning half-hour series has been installed, at 9:30-10 a.m. Both programs are open to participating sponsorship. These two programs represent the only departure of WFAS into the foreign language field.

Beauty Contest Buys Time

Kansas City—WHB has sold time for daily quarter hour broadcasts to the promoters of a beauty, charm and personality contest being staged co-operatively by local beauty shops and various retail establishments at Fairyland Park, July 21. Contestants for the free trip to Hollywood are interviewed on the air. The programs will run until the date of the contest.

2 New WINS Musical Series

Two new musical series make their debut Monday on WINS and the New York Broadcasting System. "Three Quarter Time," featuring waltz music exclusively, under the direction of Louis Katzman, will be heard Monday through Friday at 1:15-1:30 p.m. "Four Men in a Groove" will be presented immediately following, with Hank Silvern as the "key man" of the outfit.

Happy Lewis with Harold Stern

"Happy" Lewis, emcee with Louis Katzman's Swing Orchestra on WINS and the New York network, has been engaged to appear with Harold Stern at Manhattan Beach and Brighton Beach, starting July 11. He will continue on the Katzman program throughout the summer.

Duchin's Record Business

Chicago—Eddy Duchin hung up an all time record at the Palmer House Empire room for three nights over the Fourth—doing \$11,670 in business, some \$2,000 better than the Lombardos did last year for the same period. Room only seats about 600 persons.

Dramatized Songs on "Key"

Old-song dramatizations, written by Edmund Birnbryer of the NBC script division, will be a summer feature of NBC-Blue's "Magic Key of RCA" broadcasts starting Sunday. First song to be put in story with dialogue and music will be "Only a Bird in a Gilded Cage."

Thesaurus Renewals

NBC Thesaurus has two more renewals. They are WIRE, Indianapolis, and WJDX, Jackson, Miss. On Aug. 1, both outlets will begin their third season as subscribers.

Dick Blaine at WNEW

Dick Blaine, regular announcer for Barney Clothing Stores on WMCA, is now handling the Barney broadcast from WNEW. Blaine does only that one show from the WNEW studios.



BING CROSBY will play three starring roles at the same time tomorrow, when he will be heard over the NBC-Blue network as host, master of ceremonies and NBC sports announcer of the Motion Picture Handicap Race to be run over his new million dollar Del Mar Race Track. Broadcast is scheduled for 9-9:20 p.m. EDT. NBC announcers Ken Carpenter and Buddy Twiss will be on hand to help Bing.

KMPC offers George Hamilton's music from the Beverley-Wilshire, six nights weekly.

Peenie Elmo and Bud Harrison, blackface duo formerly featured on Gilmore Circus, have under consideration an offer from an Eastern sponsor for a six-nights-weekly 15-minute spot. Fly in the ointment is that deal might necessitate their going East and both boys are confirmed adopted-Native-Sons, after playing Keith-Orpheum, Publix and Fanchon & Marco routes for years.

Patricia Ann Royale, screen actress, slated to present her "Royale Collection of Poems" on Kraft Music Hall in the near future, with assistance of Conrad Nagel as guest.

KMPC inaugurated a new policy over the weekend of devoting five minutes of the regular news period to "Women in the News."

Summer Symphonies on WHKC

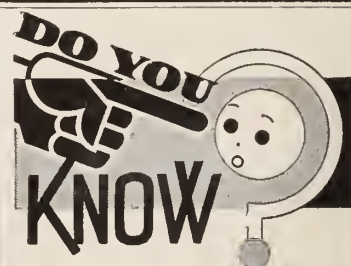
Columbus — WHKC is carrying a new series of Symphonic Musical Programs from Olentangy Park. Orchestra is under the direction of Abraham Ruvinsky, director of music for WHKC.

Ala. Radio Talent to Compete

Birmingham—Talent from a number of Alabama cities will compete for cash prizes in a state-wide radio broadcast over WSGN, during the Alabama Merchants Convention here Aug. 4-5, it is announced by the Birmingham Chamber of Commerce.

Daughter for Frank Gill

Frank Gill, script writer on the Texaco program, became the father of a daughter last Sunday.



The voltaic cell is named after Alessandro Volta, who invented it in 1794.



RADIO DAILY

Serving the Better Interests of Commercial Radio and Television



VOL. 2, NO. 6

NEW YORK, N. Y., FRIDAY, JULY 9, 1937

FIVE CENTS

Drama Trend Spreading

LEATHER ASSOCIATION PLANS SPOT CAMPAIGN

Chicago—National Leather & Shoe Finders Ass'n, which recently placed its account with Batten, Barton, Durstine & Osborn, is reported planning a spot campaign to start in the fall. Budget for year is \$467,000.

WJAY Exposition Series Will Be Fed to CBS Net

Cleveland—Rea Matey, blonde vocalist and member of United Broadcasting Co.'s Golden Girls Trio, will be one of the outstanding guest artists on the initial presentation of the "Great Lakes Review", new WJAY talent show which is to be fed weekly to CBS network from Radioland at the Great Lakes Exposition. Larry Roller, director of public events and special features for WHK-WJAY, announces the series will continue throughout the summer, being heard Saturdays at 4:30-5 p.m. Each week, different guest stars on
(Continued on Page 2)

"Cy" Rapp, Ed Cuniff Are Promoted at KMA

Shenandoah, Ia.—J. "Cy" Rapp, formerly in charge of advertising and sales promotion, has been elevated to station manager of KMA. Ed Cuniff, former director of merchandising, is now commercial manager.

Oberfelder in New Post

Theodore I. Oberfelder, formerly sales promotion manager of Hearst Radio, will be connected with the sales staff of the New York Broadcasting System starting Aug. 2. He will vacation until then.

Braille Drama on Air

Chicago—The Braille Theater Guild of Chicago will present its first radio drama over WLS at 7:30 p.m. July 14. Play is entitled "Negatively Speaking" and was written and will be produced by Bill Meredith of WLS staff. Eight blind actors will put on the production under guidance of their regular director, Dorothy Proesch.

In His Back Yard

While Arthur Mosby, manager of KGVO, Missoula, Mont., was in New York pounding the pavements to drum up business for his 1,000-watter, the Coca-Cola boys slipped into his home town and bought his popular "Man on the Street" program. Show will be renamed "Vox Pop." Mosby wonders what would happen if he took a trip around the world.

500 RETAIL DRUGGISTS BUY TIME OVER KCMO

Kansas City—Five hundred local druggists of the Kansas City Retail Druggists Ass'n have bought time on KCMO for a weekly quarter-hour show. Educational in tone, the druggist-sponsored program will feature a review of the week's scientific developments in the field of medicine, surgery and dental surgery, presented in the language of the layman. Art Ellison of the station's dramatic staff will handle the comment.

Injunction Is Denied In Lydia Pinkham Suit

Boston—A full bench of the State Supreme Court yesterday issued an injunction restraining Mrs. Caroline P. Gove, only daughter of Lydia Pinkham, and her daughter, Lydia P. Gove, from interfering in the conduct of the Lydia Pinkham Co., patent medicine concern.

Decision climaxed a family feud over control of the company with
(Continued on Page 3)

Mutual Network Expansion In the Northwest Area

New Move by Hoffman In Boake Carter Suit

Trenton, N. J.—Middlesex Circuit Court will be asked by Harry Green, counsel for Governor Hoffman, to set date for trial of \$100,000 libel suit for radio criticism of Hoffman action in the Hauptmann case. Defendants are Atlantic Broadcasting Co. and
(Continued on Page 2)

WOR to Offer "Les Miserables" Series With New Technique by Orson Welles --Bernard Shaw Play on NBC

STERLING IS REVIVING DRAMA SERIES ON CBS

Sterling Products Inc. (Bayer Aspirin) on Aug. 3 will start the Famous Actors Guild series again with Helen Menken in the leading role. Series will be heard coast-to-coast on 31 CBS stations, 7:30-8 p.m. Program, produced by Air Features Inc., will be keyed from New York. Contract is signed for 52 weeks through Blackett - Sample - Hummert Inc.

Clarence T. Hagman Named WTCN Manager

Minneapolis—Clarence T. Hagman of St. Paul has been made manager of WTCN, the Minneapolis Tribune-St. Paul Dispatch Pioneer Press station. Hagman has been with the station three years in sales and commercial posts. He is starting an intensive program survey as part expansion plans, which include the building of a short wave experimental station.

Archie Gillis Joins WCOP

Boston — Archie Gillis, formerly sales manager of WSAR, Fall River, has joined the WCOP sales staff here.

Radio's dramatic trend, which got under heavy steam when NBC and CBS decided on Shakespearian series almost simultaneously, followed by plans for an O'Neill cycle by NBC, took two more leaps forward yesterday. WOR announced that Orson Welles, prominent actor and director, would present Victor Hugo's "Les Miserables" in a series of seven installments starting July 23, at 10-10:30 p.m. At the same time NBC announced that George Bernard Shaw's five-play cycle, "Back to Methuselah", would be aired in a 75-minute radio version, specially prepared by Shaw himself, on Aug. 30 at 9:30-10:45 p.m. over the NBC-Blue network.

The WOR series, to be heard
(Continued on Page 3)

SIMMONS CO. TO LAUNCH LIVE SPOT CAMPAIGN

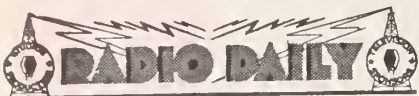
Simmons Co., Chicago (mattresses) during the later part of next month will start a live spot announcement campaign on a large list of stations. Complete list not set as yet. J. Walter Thompson Co. has the account.

W. T. Grant Stores Start Spot Series in September

W. T. Grant Co. (chain stores) on Sept. 5 will start a spot radio series on 19 stations scattered around the country. Program will be quarter-hour series, broadcast three times weekly. List not set as yet. N. W. Ayer & Son Inc. is the agency.

Television Type

Philadelphia—Carol Weymann, former KYW songbird now heard with NBC, has been selected as a "perfect television subject" by the Farnsworth Television Corp. Miss Weymann is 23 years old, light-complexioned and has clear-cut features. She comes here from New York each week to participate in Farnsworth's experimental television transmissions.



Vol. 2, No. 6 Fri., July 9, 1937 Price 5 Cts.

JOHN W. ALICOATE : : : Publisher

DON CARLE GILLETTE : : : Editor

MARVIN KIRSCH : : : Business Manager

Published daily except Saturdays, Sundays and Holidays at 1501 Broadway, New York, N. Y., by Radio Daily Corp. J. W. Alicoate, President and Publisher; Donald M. Merseu, Treasurer and General Manager; Chester B. Bahn, Vice-President; Charles A. Alicoate, Secretary; M. H. Shapiro, Associate Editor. Terms (Post free) United States outside of Greater New York, one year, \$5; foreign, year, \$10. Subscriber should remit with order. Address all communications to RADIO DAILY, 1501 Broadway, New York, N. Y. Phone Wisconsin 7-6336, 7-6337, 7-6338. Cable address: Filmday, New York. Hollywood, Calif.—Ralph Wilk and Verne Bailey, 6425 Hollywood Blvd. Phone Granite 6607. Entered as second class matter April 5, 1937, at the postoffice at New York, N. Y., under the act of March 3, 1879.

FINANCIAL

(Thursday, July 8)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Am. Tel. & Tel.	169 3/8	168	168	- 1 3/4
Crosley Radio	21 3/4	21 1/2	21 3/4	+ 3/4
Gen. Electric	55 3/8	54 5/8	54 5/8	- 5/8
North American	26 1/2	26	26 1/4	- 1/8
RCA Common	9 5/8	9 3/8	9 1/2	- 1/4
RCA First Pfd.	69 1/2	69 1/2	69 1/2	+ 1/4
RCA \$5 Pfd. B				
Stewart Warner	18 1/8	18	18 1/8	- 1/8
Zenith Radio				

NEW YORK CURB EXCHANGE

Hazeltine Corp.	3	3	3	+ 1/8
Majestic	2	2	2	
Nat. Union Radio	2	2	2	

OVER THE COUNTER

CBS A	29	30 1/2
CBS B	28 1/2	30
Stromberg Carlson	13	15

KLMP Expands Activity In Special Events Line

Minot, N. D.—KLMP is showing considerable enterprise and activity in the special events line these days. On July 4 the station aired a three-hour broadcast, sponsored by RCA and dealers in this area, from the North Dakota State Fair Grounds. The Governor, Premier Patterson of Saskatchewan and other dignitaries were present, with the famous Abilene, Tex., Cowboy Band, the Regina Boy Pipe Band and the Minot Baby Symphony all part of the program.

The state fair is being thoroughly covered all week by KLMP, with much time spent on boy and girl 4-H clubs and Home Makers' clubs.

Bob Chapman, a member of the Great Plains Area executive office, is presenting news from the National Scout Jamboree as a daily feature of KLMP.

MARTIN BLOCK'S "Make-Believe Ballroom"

A WNEW FEATURE
1250 Kc.

10 TO 11 A. M. 6 TO 7:30 P. M.

Free Political Discussion Asked in New Bill

West Coast Bureau, RADIO DAILY

Washington, D. C.—Senator Lewis B. Schwellenbach yesterday introduced in the Senate a three-part bill designed to promote uncensored discussion of political and economic issues on the radio. The bill provides that stations must allot certain desirable time during the day and evening for such discussion on a non-profit basis, and with time equally divided between opposing parties.

New Move by Hoffman In Boake Carter Suit

(Continued from Page 1)

WCAU Broadcasting Co. Green added he intends to serve Boake Carter, whose remarks caused filing of suit against him and the radio corporation, should Carter be found in Jersey. Green says new efforts will be made to serve the four defendants against whom summonses were ordered dismissed by Court of Errors and Appeals should their agents be located in Jersey.

WLBC Aids in Strike Situation

Muncie, Ind.—Mobilization of the National Guard by Governor Townsend of Indiana in readiness for strike duty in the Calumet district found WLBC rendering another public service. Station received flash shortly after orders were issued. Ottis Roush, chief announcer; Donald Burton, owner; Francis "Jake" Higgins, special events announcer and Fred Ayer, merchandising director; rushed remote equipment to Armory and in 10 minutes started broadcasting. As mobilization progressed WLBC made appeals to listeners to telephone relatives and friends if they knew members of the guard. One hour after station went on the air the entire personnel of the local National Guard units reported at the Armory.

Mutual Aids Al Smith

WOR-Mutual staged a fast special event late yesterday afternoon when Dave Driscoll interviewed former Governor Alfred E. Smith as he stepped off the liner Manhattan from an extended European trip. Smith was interviewed on his talks with foreign big-shots, conditions, etc., as well as the local political situation. Closing was a plug for the empty offices in the Empire State Building. A transcription of the interview was rebroadcast at 10:30 p.m. to hit a wider audience.

Barkas Joins Mills Music

Sonny Barkas, administrative director of public relations, has resigned from the government to inaugurate the exploitation department of the Jack Mills Music Corp. This department will specialize in the electrical transcription and motion picture phases of the business.

Jack Lacey Joins WNBC

New Britain, Conn.—Jack Lacey of Hartford has joined the announcing staff of WNBC here for the summer months. He goes back to his studies at Teachers' College of Conn. in the fall.

WJAY Exposition Series Will Be Fed to CBS Net

(Continued from Page 1)

the regular UBC staff will be heard, in addition to featured network artists from New York and Hollywood who will be appearing at the Exposition.

Entire series will feature the popular tunes of Myron Roman's Radioland orchestra. This will be augmented by "Doc" Whipple, who plays a Hammond electric organ in specially-chosen numbers.

Kraymore to Handle Show

Harry Kraymore, announcer, has been placed in charge of WNEW's "Shakespeare a la Carte", heard Saturdays, 8:30-9 p.m. Richard Brooks, former conductor of the show, has been forced to drop it because of other commercial commitments. Kraymore has handled the announcing duties on the show to date.

Joyce Kalowe, winner of the first prize offered on the show, has been offered a screen test by Paramount.

Expo Talent to Repeat

Officials of the Cleveland Exposition have decided to employ a new schedule for talent which is heard from the grounds over the Mutual network. Beginning with the next few weeks, the best acts heard to date will be recalled for repeat performance. Two acts already set for repeats are the Buccaneers Quartet and Alexander Gray.

Juanita Hall Singers on WNYC

The Federal Music Project's "Negro Melody Singers," under the direction of Juanita Hall, will start a four-week series Monday at 8-8:30 p.m. over WNYC, succeeding Lehman Engel's Madrigal Singers. Oliver W. Nicoll is in charge of the production.

Winchell Back to the East

Walter Winchell and Blayne Butcher, Lennen & Mitchell production director, leave Hollywood tomorrow for the east. Stop over will be made in Chicago for Sunday night's broadcast. First one from New York will be aired the following week. Winchell plans to stay in the east until time to start work on his new picture with Bernie, entitled "Love and Hisses."

Alexander Gray at Roxy

Alexander Gray, baritone star of the stage, screen and radio, headlines the stage show opening today at the Roxy Theater. Gray just returned to New York from Cleveland, where he was featured at the Great Lakes Exposition.

COMING and GOING

JOHN G. PAINE, general manager of Ascap, sailed for home yesterday on the Rex, from Naples.

E. L. GOVE, technical supervisor for United Broadcasting Co. and WHK-WJAY, Cleveland, departs July 17 for a two-week vacation in Canada.

COLONEL JACK MAJOR left yesterday for the Thousand Islands upstate, where he will spend several weeks, commuting to New York for his weekly CBS program on Mondays.

NAT FREELING of Remick leaves for a two-week vacation up in the Catskills.

AUDREE COLLINS of Chappell leaves today for a vacation in Canada.

ROBERT L. RIPLEY returns from Alaska on Wednesday.

GENE STAFFORD, copy chief of Langlois and Wentworth, is back at his desk after a short vacation.

RALPH C. WENTWORTH, executive of Langlois and Wentworth, has left for a two-week fishing trip to Maine.

JAMES TANSEY, who plays the role of Danny O'Neill in the serial, "The O'Neills", was a Milwaukee visitor last week, appearing on a show via WTMJ. He returns to New York on July 15.

MRS. WENDELL HALL has left Chicago to visit her husband in New York.

CHARLES SCHENCK has flown East after a four-year absence from New York.

NORMAN WEISER of the editorial staff of RADIO DAILY flew to Chicago yesterday for a week-end visit with his family.

M. E. WAGNER, vice-president of Studebaker Motor Co. sails today for Europe aboard the Ile de France.

ABE LYMAN sails tomorrow for California via the Canal.

WALTER WINCHELL, and BLAYNE BUTCHER of Lennen & Mitchell agency, arrive in New York from the coast next week.

JOHN H. BACHEM, NBC sales department, returns to Radio City today after an extensive trip visiting national advertising accounts.

PHILIP KERBY, NBC copywriter, returns from Washington today.

TOM RILEY and DON GODDARD, NBC press and news department, return from Washington today after covering the Boy Scout Jamboree.

LESTER GOTTLIEB, MBS coordinator of publicity, leaves town today on two-week vacation.

EARL LEWIS of Columbia Concert Bureau flies today to the Coast.

Fitzgerald Elected V.P.

Clifford L. Fitzgerald, who recently became associated with Fletcher & Ellis Inc. after having been president of Fitzgerald Advertising Agency, New Orleans, has been elected vice-president and director of Fletcher & Ellis in charge of the Chicago office. Appointment becomes effective July 15.

Richard Barrett, former manager of the Chicago branch, will divide his time between Chicago and New York in the future.

I KNOW WHO THE "COLONEL FROM KENTUCKY" IS! Do You?

No? TUNE IN MONDAYS 3:00 - 3:30 E.D.S.T. WABC COLUMBIA NETWORK

TREND TOWARD DRAMA IS GAINING MOMENTUM

(Continued from Page 1)

Fridays at 10-10:30 p.m., will employ a new technique which Welles describes as a "projection", instead of a dramatization.

A narrator will read the descriptive and background passages of the book, and all dialogue will be read from the book by a group of well-known actors. Other theatrical effects, further differentiating the "projection" from a mere reading, will be supplied by sound effects and Alfred Wallenstein's orchestra. Welles believes that this series, frankly an experiment, will prove radio to be the best medium for the authentic theatrical presentation of a great classic.

It will be the first time, says Welles, that radio has taken advantage of the fact that it has no visible audience instead of trying to overcome it. Interpretation by a second writer is now unnecessary and scenes such as the burial ceremony and Jean Valjean's soul torment can now be reduced to theatrical terms.

Boston Concerts on Mutual

Twice-weekly concerts from the Charles River Esplanade in Boston will be presented by Mutual starting Sunday. Series, scheduled for four weeks, will be heard Sundays at 8:30-9 p.m. and Mondays at 9:30-10 p.m. Arthur Fiedler will conduct a symphonic orchestra composed of 52 members of the Boston Symphony. WAAB, Boston outlet for the network, will feed the program to web.

NEW ORLEANS

Reports that Loretta Lee, New Orleans songstress not radioing from Hollywood, was to return here and march to that tune from "Lohengrin" were emphatically denied by Miss Lee's mother, Mrs. Joseph Vieages.

Arthur Daquin is taking the vocal choruses with Russ Papalia's orchestra.

Carl Lelky, pianist leader of a local radio station, probably holds a record for lengthy employment in a radio studio, finishing five years steady employment and being the conductor of the only radio staff orchestra in the city.

NEW PROGRAMS—IDEAS

WROK's "Not for Publication"

A new program idea, "Not For Publication," will be introduced over WROK of Rockford, Ill., in August.

The program will feature a series of 13 interviews with Lynn Brudon, photographer for the Rockford Register-Republic and Morning Star, who will tell of his experiences in covering murder stories during the years he served as photographer for Rockford and Chicago papers.

Because Brudon will tell for the first time some of the "inside" facts which attended the murder cases he covered, the program has been given the title, "Not For Publication."

The program will be in the nature of an interview with Brudon discussing prints of the various cases. The prints, unpublished "candid" shots of the various corpses and persons incident to the crimes, will be on display following the broadcasts.

Norman Brinsley, a former newspaper reporter, will handle the interviews with Photographer Brudon.

Motorist Interviews

WROK of Rockford, Ill., claiming to be the first station with a sponsored Man-on-the-Street program, recently sold a variation of the idea,

in the form of Motorist Interviews to the Hart Oil Co. of Rockford.

Program is conducted much after the fashion of a "street" program. A traffic patrolman flags down motorists in front of the Rockford police station where Announcer Morey Owens has a remote hookup and an extension mike, conducting his interviews from the car running boards. Each motorist interviewed receives a free greasing job at one of the oil company's stations.

"Backstage" Series on WOAI

WOAI, San Antonio, is inaugurating a new summer series to be heard every Tuesday night at 9:30. Programs will give listeners an idea of the workings of the various departments of the station. On these programs listeners will be taken through the technical department, sales department, merchandising and publicity department, news and sports departments, commercial department and production department. Also, the various sustaining programs heard over WOAI will be presented to listeners as a means of explaining the program and talent department. The idea of this series is for promotion of the station to listeners and to business men.

KANSAS CITY

Jimmie Sams has been added to the KXBY announcing staff. He began his radio career here 16 years ago with WOQ, now extinct.

Lee Roberts, KCMO announcer, is playing a dramatic part in 105 Frank Farrel disks which Russell C. Comer Adv'g Co. is re-cutting.

Jay McShaw, negro pianist, who has been connected with KOB and KGGM, now is on the KXBY staff.

ST. LOUIS

Arthur Casey has been made assistant program director at KMOX. Richard Mills, baritone on the "Velvet Varieties," KMOX feature, is a local product who won vocal popularity on WOR in New York.

"Pappy" Cheshire, headed for vacation, waxed a number of one-minute greetings to be used on his KMOX program while he's away. He will visit Dallas, El Paso, Los Angeles, Salt Lake City, Omaha and other cities.

OMAHA

Mark Tyme has arrived from St. Paul, to take an announcer's job at WOW.

William Ruess, personnel director for WOW, has returned from the national convention of the Woodmen of the World at Los Angeles.

Marjorie Whitney, "queen" of the King's Jesters, will be guest of honor at a tea to be given at the Omaha Women's Club tomorrow. Miss Whitney has been vacationing at her former home in Lincoln.

PHILADELPHIA

Mr. and Mrs. Frank M. Lario are the parents of a son born July 2. Using the stage name of Marie Manda, Mrs. Lario is a well-known radio and stage singer around these parts.

The character Uncle Gabe in WFIL's new candid camera program is played by announcer Fred Webber.

Sam Serota becomes the "Old Salt" on a new series about fishing and fishermen which makes its bow this week over WFIL.

Marie Louise Sanderson, dramatic actress who starred in WIP's "Philadelphia Parade of Events," leaves local radio row for New York, where she has already been spotted in an opus for next fall.

W. LeRoy Anspach, WCAU engineer, will appear as piano soloist with the Philadelphia Orchestra Saturday.

DENVER

T. A. McClelland, KLZ chief engineer, is back on the job after having pneumonia for six weeks.

Fred Foley, salesman for KLZ, has gone to the Hower agency in charge of radio commercial department.

Dick Leonard, just out of high school, has been added to the news staff on KVOB.

Eleanor Leffingwell is now the "Breakfast Guest" on the Campbell-Sell Baking Co. program over KLZ, replacing Les Weelans, who went to KDYL, Salt Lake City.

MUTUAL NET EXPANSION IN THE NORTHWEST AREA

(Continued from Page 1)

chain, whose officials are well acquainted with the Northwest, and any recommendation made by them will carry weight with Mutual. Possibility also that the Northwest expansion will actually be part of the Don Lee group, and of course added to the Mutual web.

Injunction Is Denied In Lydia Pinkham Suit

(Continued from Page 1)

the Pinkham end of the family, three grandsons of the original Lydia, as plaintiffs, and the Goves as defendants.

Each faction owns 50 per cent of the stock and the failure to agree on business procedure caused suspension of advertising by the company with a slump in gross receipts.

A few months ago Erwin, Wasey & Co., New York, and Northeastern Advertising Agency, Lynn, Mass., were appointed by court order to handle the firm's advertising for a temporary period. Former agency has the western territory, with Northeastern handling the eastern part of the country.

GUEST-ING

CLAUDIA MORGAN, stage and screen player, on Radie Harris program, tonight (WHN, 8 p.m.)

ABBIE MITCHELL, added to lineup including Ann Pennington, Reinald Werrenrath and Charles Magnante, on "Hammerstein Music Hall," July 13 (CBS, 8 p.m.)

EDNA THOMAS, on Carl Carmer's "Your Neck o' the Woods," July 12 (CBS, 10:30 p.m.)

MARGIE ANNE KNAPP, 12-year-old singer, on Colonel Jack Major's program, July 12 (CBS, 3 p.m.)

GRACIOLA, Cuban singing guitarist, on "Our American Neighbors," July 11 (CBS, 5 p.m.)

JACK NORWORTH, on "Universal Rhythm," July 18 (CBS, 9 p.m.)

CLYDE BURKE, return appearance on "Movie Pilot," Monday (WEAF, 7:30 p.m.)

ILKA CHASE, NIELA GOODELLE, STUART CANIN, and CROSS & DUNN, on Gulf Oil show, July 18 (CBS, 7:30 p.m.)

"Congratulations!"

... The July issue of the National Radio Register is an excellent start of a much needed service for radio production companies and agencies."

Allan M. Wilson
of Conquest Alliance Co., Inc.

NATIONAL RADIO REGISTRY

415 Lexington Ave., at 43rd, N. Y.
Vanderbilt 3-8157



Vincent Lopez was the first to conduct a commercial broadcast in radio.

PROMOTION

WSAN Children's Party Tieup

A weekly Children's Party paves the way for some attractive commercial announcements for the J. B. Liebman Co. (furniture), Allentown, Pa. Commercials emphasize "Child Health and Happiness," and tie in exceptionally well with electric refrigeration, home comforts and conveniences in the furniture line.

A contest for popularity was started ten weeks ago with a new Majestic radio as the grand prize, and weekly prizes of merchandise and theater tickets, through arrangement with Wilmer & Vincent Theaters. Weekly winners were placed on the tenth program, and returns numbered exactly 3,740 cards. Grant Knauer, district manager for the J. B. Liebman Co., does the program planning. Friday—7:30 to 8:00 p.m. is broadcast time. George Snyder does production, Chas. Petrie, continuity.

Studio As Convention Hall

To bring advertisers and local dealers into closer contact with the station, KMOX, St. Louis, has invited several organizations to hold their sales meetings in the studios. During the last six weeks more than 2500 have attended sales get-togethers at the station, conducted their regular business meetings and enjoyed live-talent shows broadcast from the KMOX-Columbia playhouse. Station's execs feel this promotion highly beneficial in familiarizing advertisers and retailers with station's selling power and facilitating successful exploitation of programs.

Space Texas In Directory

In line with his policy of placing KFRO, Longview, Tex., before the public as much as possible, President James R. Curtis has taken the back cover of the Interstate Directory, which is published to include the cities of Longview, Gladewater, Greggton and the Main Street of Texas. The station also has the inside back page of the directory.

Kellogg's Theater Tickets

Kellogg Co., as prizes in its limerick contest, will award 25 pairs of tickets to a Broadway hit beginning July 23. Ed East and Ralph Dumke, the "Sisters of the Skillet," will accompany the 50 guests each Friday night. First show the winners will see is "Having a Wonderful Time." Program is aired over WJZ locally.

600 For "Mary Marlin"

The 600th episode of the "Story of Mary Marlin" will be aired tomorrow. Program has been on the air for a number of years for various sponsors. Current one is Procter & Gamble.

Loretta Lee Set for 7 Weeks

Loretta Lee has been signed by J. Walter Thompson to sing on the Werner Janssen Sunday program for the next seven weeks.



● ● ● Lawrence Tibbett succeeds Frank Parker on the Chesterfield show when the latter completes his 13-week chores... Julian Woodworth had \$500 worth of instruments stolen from the Lido in Larchmont while across the street at Charlie Barnett's place some one absconded with \$1800 from the till... Zeke Manners and his Gang of hillbillies are set for an August date on the Gulf show... Abe Lyman leaves for Hollywood tomorrow to recuperate for six weeks... Songsmith Harry Warren is rushing from the coast to the bedside of brother Frank... Baby Rose Marie will be screen-tested by RKO, Metro and Fox next week... Sid Gary was released from his agreement with the William Morris office... The Jules Nassberg child entered the "ring" weighing seven pounds and will be tagged "Shelia Lois"... Select Music paid Harry ("Sweet Leilani") Owens \$1000 advance on "Dancing Under the Stars"... Paul Tremaine with his new band are out at Trenton for a couple weeks and will be in N. Y. shortly with a wire... Buddy Clark has tagged his child "Thomas"—a non-commercial tag. Buddy will NOT appear in flickers but continue "dubbing" for Jack Haley, thus becoming an "Invisible Man" for seven years!

● ● ● Greek met Greek on the KMOX, St. Louis, "Man on the Street" show last week... Marvin E. Mueller was conducting his quiz act in front of the Jefferson Hotel when he collared an unsuspecting man leaving who said his name was Walter Framer... Asked his business, he replied, "I'm an inquiring reporter"... Investigation brought out that Framer conducted a similar show from Pittsburgh... From WJBK, Detroit comes word that the Arquette Trio were visiting another WJBK entertainer, Gernert Case, who was appearing in person at a local club... They locked their coats and instruments in their car while they went in to view the show... As expected, they had a grand time—but when they returned to the car, they found the door off the hinges and the instruments, plus coats, missing!

● ● ● CBS is building "Hollywood Parade" with George Olsen's music, Singer Mary Treen and Ernie Stanton as a sustainer, pending sponsorship... "Who's Who in the News," CBS feature, fades to make room for "Hollywood in Person" starting the 19th... Frank Crumit and Julia Sanderson are set for a fall commercial... Jo Rubinstein, talent scout for Warners, and Sam Arnow, holder of the same position for Republic, are signing air names for flickers... Paul Weirick will do the dance arrangements on "I'm Gonna Picket Your Heart," ready next week... Dick Ballou's ork opens Thursday at the Montclair Hotel (renamed "Belmont Plaza" under a Hitz management) with a wire while Red McKenzie and band go into the Arcadia!... Martha Raye and Emery Deutsch are breaking all existing records at the Paramount in spite of the heat... Sally Warren opened at Club 18 last nite... A new rule at Rockwell-O'Keefe calls for every one to sign in and out at the office. Charlie ("Tommy Rockwell Jr.") Conn, the office boy there, is assigned to this duty. The other day he walked into Corkie O'Keefe's office and yelled because the executive forgot to check out the nite before!

● ● ● KFRU, Columbia, Mo., has a haunted mike... It all happened when the script show "Maurine of Merritt-Crest" was on the air... In the middle of a highly emotional scene the mike began slipping to the floor—and floor-ward went the cast, trying to keep in range of the mike... When the show ended everybody was down on his knees, causing the engineers to begin hunting for a positively non-skid mike stand... KGMB, Honolulu, and MBS had an exciting 15-minute airing Wed. on the Earhart rescue work. When the word-caster said "To the Earhart plane... to the Earhart plane. Good cheer... aid is coming" one expected an immediate reply from the flyers!

NEW BUSINESS

Signed by Stations

Boston

WNAC: Larus & Bros. (Edgeworth tobacco), through Marschalk & Pratt, N. Y.; Simmons Co. (mattresses), starting Aug. 23, through J. Walter Thompson, N. Y.; Lever Bros. (Spry), renewal, through Ruthrauff & Ryan; Ironized Yeast Co., through Ruthrauff & Ryan, N. Y.

WEAN: General Food Sales (Certo), through Benton & Bowles, N. Y.; Lever Bros., renewal, through Ruthrauff & Ryan; Household Finance Corp., through BBDO.

WAAB: Leanermaise Co. (mayonnaise), through David Malkiel, Boston

KFRC, San Francisco

Simmons Co., spots, starting Aug. 22, through J. Walter Thompson, N. Y.; Carter Medicine Co., through Spot Broadcasting, N. Y.; United Air Lines, through J. Walter Thompson, Chicago.

WAVE, Louisville

Coca Cola, "Refreshment Time With Singin' Sam"; Greater Louisville First Federal Savings & Loan Ass'n.

Frances Kelly Married

Frances Kelly, NBC sales promotion division, is now Mrs. Edward J. Sheridan.

SAN ANTONIO

Bud Waples and his band from Saint Louis has succeeded Bob Grayson's combo on the Gunter Hotel open-air roof. Will air over KABC.

S. R. ("Steve") Wilhelm, head of Payne Advertising Co. radio department, spent part of his vacation period in Indianapolis.

KONO owner Gene Roth expected back from his Eastern vacation trip this week. Then Jerry (Bud) Morgan, program director, takes his rest-up.

"Juvenile stars," Sunday program over KMAC, features Nelle Semaan, vocal teacher and Beatrice De Leon at the piano.

Lee O'Daniels and his Hillbilly Boys is a new feature over KTSA four times weekly.

WOAI items: Jimmie McClain of announcing staff vacationed in Dallas at the expo... So did Edith Herndon... Pat Flaherty, sports commentator, and Corwin Riddell, announcer, fishing on the gulf... Mary Schmick, continuity department, will vacation in Corpus Christi.

Simpson Sisters are enroute to Mexico City for an engagement.

Mrs. Dan Oppenheimer (formerly Mimi Ramer, Girl Reporter of WOAI) died July 6 in Ann Arbor, Mich.

Kay Crews of KABC production staff off to Calif. on vacation. Mrs. Doris McClain, formerly of WFAA, Dallas, doing "Happiness Hour" here.

Sports Editor George Harold Scherwitz of The Light now airing over KTSA.

WITH THE ★ WOMEN ★

By ADELE ALLERHAND

GRETta PALMER'S vacation from radio will probably be on European soil. . . . Gertrude Lawrence, who had the same idea, will visit the Salzburg Festival. . . . Scribe Adela Rogers St. John, until recently an NBC news commentator, is working on dramatic scripts for radio. . . . Mrs. Robert Armbruster leaves soon for California and a brief rest. . . . Bill Andrews, supervisor of the NBC announcers out San Francisco-way, found himself in a womanless world last Thursday, when Lois Lavers, his right-hand gal about the office, moved over to the production department. . . . his wife, Helen Musselman, upped and took a week's vac in Hollywood. . . . and the housemaid left without notice. . . . Frances Fay is scheduled for a week at Loew's State in N. Y., beginning July 22. . . . Helen Kleeb, NBC actress in San Francisco, is all tucked out from entertaining kid brother, Bill, reason being he plays the trumpet.

Lee Wiley slipped in a personal appearance at a night club on her recent two-day trip to Chicago. . . . Gertrude Lavoie, stewardess for American Airlines, will contribute information on how it feels to be up in the air most of the time, on John Owen Briggs' 15-minute spot over WNBC, July 20 at 7:15. . . . Mary Small, now basking in Hollywood sunlight, has been picked for a flicker. . . . Until production starts she's busy helping select young voices suitable for the opus, Mary having had considerable experience along those lines. . . . When the "Hour of Charm" aggregation went shopping for their Boston clothes, Spitalny was so busy, the lasses thought they'd upset precedent by selecting their own duds. . . . After the wardrobes were complete they discovered Phil had been before them and what they thought was their own choice was really his.

Caroline Hall, sister to KOBH's program director, scored a hit over that station on two July 5 programs. . . . Caroline is an undergraduate at Nebraska Normal College and has been featured soloist on KOA and KOBH. . . . Carol Weyman, NBC's mezzo balladeer, continues her vocal lessons despite professional commitments. . . . Jerry Mann, purveyor of comedy to the ether audience, tries out the humor on a femme audience before broadcasting, on the principle that if the lasses laugh, the lads will, anyway.

★ Program Reviews ★

"SHOW BOAT"

General Foods
(Maxwell House Coffee)
WEAF-NBC-Red Network,
Thursdays,
9-10 p.m., rebroadcast for
Pacific Coast,
7:15-8:15 p.m., PST.
Benton & Bowles Inc.

REAL BIG-TIME SHOW STUDDERED WITH TALENT AND STRONG ON ENTERTAINMENT VALUES.

Unlike so many of the recent new variety shows, which opened as though they had waited until the last minute to prepare a program and then went at it in a floundering well-what'll-we-do-now spirit, this new "Show Boat" production had its course fully charted before it set sail, and held to it. The program evidenced plenty of careful preparation, both in talent lineup and script, with the result that the initial performance went over with a bang.

With the amiable Charles Winniger back as skipper, and in fine form; Jack Haley, coming into his own as a first-rate comedian; Virginia Verrill, a swing singer who can warble with the best of them, and do a little acting on the side as well; Patricia (ex-Honey Chile) Wilder, very amusing comedy foil; Warren Hull, an able hand in the announcer role and able beyond that, too; Meredith Willson's "concert swing" orchestra which can dispense the music in grand style; Thomas L. Thomas and Nadine Conner, front-rankers in the more cultivated vocal specialties; Alma Kruger, Hattie McDaniels, the choral ensemble, and others—with an aggregation like this, the show couldn't help going over the top. The show also has its romance and human interest.

Haley's comedy registered very well. Miss Verrill's opening number was a dandy arrangement of "Cause My Baby Says It's So", with choral backing, and she put it over nicely. Thomas and Miss Conner started off with a fine duet of "Indian Love Call". A participating production number revolving around "Is It True What They Say About Dixie" was a musical highspot at the half-way mark. Second half of show held up to the high level.

"TOWN HALL TONIGHT"

with Walter O'Keefe
Bristol-Meyers
(Ipana, Sal Hepatica)
WEAF-NBC-Red Network,
Wednesday, 9-10 p.m.
Young & Rubicam Inc.
SUMMER SHOW WITH ENOUGH ZIP
AND LIGHT COMEDY TO CARRY IT
ALONG.

Though the sly and suave humorous quips of Fred Allen are missed, the summer version of "Town Hall Tonight," with Walter O'Keefe at its head, gave a very good account of itself. O'Keefe is not exactly an inexperienced hand at the chore of emceeing, and with the able support of Harry Von Zell as announcer and

buffer, Peter Van Steeden's Orchestra, the Town Hall Quartet, the sweet sentimental singer Honey Dean, the hilarious Russian comic Popikoff, Alice Frost, the Oleanders, and others, the show moved along at a nice clip that made the hour pass quickly enough.

As his opening comedy situation, O'Keefe was supposed to be holding out in the signing of the contract to sub for Allen during the latter's vacation. There was a two-way phone conversation between Von Zell at the studio and O'Keefe at home on the farm, followed by the comedian's departure for the studio, with a couple of comedy incidents enroute.

Second half of the hour was devoted to the usual "Mighty Allen Art Players," which included a clever one-man band, an auto salesman, a chauffeur, a tailor and other tradesmen trying to sell stuff to O'Keefe, and finally the studio guests invited to read some lines as a "tryout," followed by their appearance in a travestied skit.

Bert Lytell in "ALIAS JIMMY VALENTINE"

(WBS Disks)

Larus & Bros. (Edgeworth tobacco,
Domino cigarets)

WHN, Wednesday-Thursday-
Friday, 7:30-7:45 p.m.

Blackett-Sample-Hummert Inc.

TALENTED DRAMATIC STAR IN EX-
CELLENT TESTED MATERIAL.

With Bert Lytell, a leading actor of stage and screen, as the star of the cast, and a story that has proved its value as fiction, stage play and film, this transcription series couldn't miss being a topnotch program. First episode lived up to these expectations.

The introductory groundwork was smoothly laid out, with the episode finishing just after Jimmy Valentine, accused safe-robber, is found by the girl whom he befriended and who believes in his innocence. Suspense is nicely carried over to the next chapter.

Lytell showed up very well in the title role, which he has played on stage and screen. Surrounding cast also good.

"CAVALCADE OF MUSIC"

DuPont

WABC-CBS Network, Wednes-
days, 8-8:30 p.m.

Batten, Barton, Durstine & Osborn
SUMMER PROGRAM OF POPULAR
MUSIC OKAY FOR THE WARM DAYS.

As a summer series taking the place of the dramatic "Cavalcade of America," this half-hour of light music conducted by Don Voorhees, with Conrad Thibault as guest soloist, is restful entertainment for a hot day.

Initial broadcast was devoted to the works of Irving Berlin, starting off with the inevitable "Alexander's Ragtime Band," skipping to "A Pretty

★ F. C. C. ★ ACTIVITIES

ORAL ARGUMENTS GRANTED
Roy L. Albertson, Auburn, N. Y. to be held on Oct. 14.

Curtis Radiocasting Corp., Indianapolis. To be held Oct. 14.

WKBY, Richmond, Ind. To be held on Oct. 14.

Beaumont Broadcasting Assn., Beaumont, Tex. To be held Oct. 21.

Valley Broadcasting Co., Youngstown. To be held Oct. 21.

HEARINGS SCHEDULED

Sept. 24: W. W. Luce, Lauderdale, Fla. CP for new station. 1050 kc., 1 KW., daytime.

L. L. Coryell & Son, Lincoln. CP for new station. 1450 kc., 250 watts, 1 KW. LS., unlimited.

KCMO, Kansas City. CP for change in frequency and power to 1450 kc., 1 KW., unlimited.

Sept. 27: Radio Enterprises, Inc., Hot Springs, Ark. CP for new station. 1310 kc., 100 watts, daytime.

Assn. Arkansas Newspapers, Inc., Hot Springs. CP for new station. 1310 kc., 100 watts, daytime.

Leon M. Eisfeld, Burlington, Ia. CP for new station. 1310 kc., 100 watts, unlimited.

Utica WTUK, Inc., Utica, N. Y. CP for new station. 1420 kc., 100 watts, unlimited.

KMLB, Monroe, La. Mod. of CP. 620 kc., 500 watts, unlimited.

APPLICATIONS RECEIVED

NBC has made application for extension of authority to transmit recorded programs to all broadcast stations in Canada licensed to operate by Canadian government, which may be heard consistently in the United States.

Girl is Like a Melody," "Lady of the Evening," "Soft Lights and Sweet Music," a medley of "What'll I Do," "All Alone" and "Remember," and finally to the composer's more modern numbers from recent motion pictures.

Nothing sensational, but a pleasant 30 minutes.

2 WOR-Mutual Nifties
WOR-Mutual rang the bell a couple of times yesterday. The most resounding ring was the reproduction of a 25-year-old record of Theodore Roosevelt's voice. In a political talk pertinent to that period, the late "T. R." provided an interesting comparison with "F. D. R." of today. The former, too, would have been a spell-binder as a radio fireside chatter.

The other WOR scoop was an interview with former Governor Al Smith on his return from abroad, a highly interesting bit.

Boake Carter
Launched on a coast-to-coast CBS network, three nights a week, following his return from vacation, Boake Carter follows pretty much the same style as when he was commenting five nights a week. If he is undergoing any modification in his editorial style, it is not enough to be noticeable. In delivery, at least, he remains the radio's fiery little commentator.

Ken Murray
A newcomer, Lorraine Bridges, was the most enjoyable morsel of Wednesday night's Ken Murray and Oswald program over CBS. As vocalizing guest of the show, Miss Bridges gave the impression of being a real up-and-coming canary. She sounded good in the handling of lines, too.

STATION-STUDIO
and
TRANSMITTER

EQUIPMENT

NEW DEVICES
and
IMPROVEMENTS

Latest Technical Developments and Activities in Radio and Television

Streamlined Transmitter Being Completed by KOBH

Rapid City, S. D.—Work of streamlining the transmitting plant of KOBH is rapidly being completed following installation and testing of new 250 watt transmitter. The unit itself streamlined in the best RCA manner, is framed by matching panels to present a study in modernity. Coincident with the placing on the air of the new 250-watt transmitter was the operation of a matched concentric transmission line to the radiator. Earl H. Carter and M. J. Jones are chief engineer and assistant chief engineer of KOBH. Signal strength measurements of the new transmitter fully justify expectations as to its performance.

Television Antenna Set Up

Kansas City—Kenneth Alexander, chief of the engineering staff of First National Television, Inc., and Les Hotsenpiller, research engineer, have completed the erection of a 10½-foot half wave vertical antenna between the towers of the Fidelity building for ultra-high wave television broadcasts. They also have constructed a 300 watt transmitter with which they are making daily experimental broadcasts, testing the efficiency of different numbers of lines. Television broadcasts of W9XBY are also broadcast by First National Television's radio station, KXBY, in the Fidelity Building.

KSL Technical Tests

Salt Lake City—Members of the KSL technical department, under Chief Technician Gene Pack, are engaged in designing highly directive antenna for the Salt Flat runs to be carried by Shortwave from Bonneville Lake, 120 miles from KSL. The mobile transmission unit, KNEF, is likewise undergoing reconditioning. Assisted by J. W. Wright and C. Richard Evans, tests will begin tomorrow.

Auto and Home Antennas

A new line of attractive radio antennas for both automobile and home use has been brought out by the Insuline Corp. of America, New York. They feature modern streamlined design, ease of installation and high electrical efficiency.

CHARLES ROSS, Inc.

Formerly Motion Picture Lighting and Equipment Corp.

WE FURNISH

Electrical Lighting Equipment of Any Kind

FOR RADIO STATIONS

244-250 WEST 49th STREET

New York City Tel. Circle 6-5470-1

Station Improvements

Clovis, N. M.—K1CA plans to erect a new antenna and move transmitter upon approval by FCC.

Kansas City—WDAF has applied to the FCC for license to cover construction permit for equipment changes, vertical antenna and move of transmitter.

Johnstown, Pa.—Authority to install automatic frequency control has been granted WJAC.

Lansing, Mich.—WJIM has been granted CP to install a new transmitter.

Baton Rouge, La.—Modification of CP to move transmitter site locally,

install vertical radiator, change time of operation, etc., has been granted WJBO.

Lewiston, Mont.—KDNC has applied for modification of construction permit for a new station, requesting equipment changes, approval of antenna and approval of transmitter site.

Waterbury, Conn.—WATR has been granted CP to make changes in transmitter, install directional antenna, move transmitter site locally, change frequency from 1190 to 1290 kc. and boost power to 250 watts, unlimited time.

Television from Film Artistically Superior

Berlin — Experiments being continued through the summer by Berlin television officials, who recently televised "Herr Kubanke's Recreation," a comedy combining a film reel with a real play of the same players before a television transmitter, resulted in the televised film being artistically better than the televised action. This was due to the film actors not being handicapped by the technical conditions still necessary for a tele studio.

WOPI Radiation Increased

Bristol, Tenn.—R. H. Smith, chief engineer WOPI, through changes in the transmitting apparatus, has increased the radiation of the station's signal 56 per cent. Smith has also recently completed installation of latest type audio equipment resulting in a 3 db increase of the level, operating at high modulation without distortion or monkey chatter. These equipment changes have been tantamount to tripling the station's wattage insofar as receptive clarity of its signal within WOPI's coverage area is concerned.

Join NBC Coast Staffs

Following have been added to NBC's technical staffs of west coast stations: Robert B. Barnes, transmission engineer, KPO; Richard T. Parks, transmission engineer, KGO; Earl T. Sorenson, studio engineer, Hollywood; Morton E. Brewer, transmission engineer, KPO; Maron Case, KGO, and Dan F. Williams, studio engineer, San Francisco.

Construction to Start On New WFAS Radiator

With many obstacles of erection overcome, actual construction of the new 190-foot Lehigh insulated vertical radiator for WFAS, atop the Roger Smith Hotel, White Plains, is scheduled to start July 19, according to Hartznetine-Zane Co., engineers in charge of the project.

It is planned to celebrate the inauguration of the new radiator, which will provide a 200 per cent increase in signal audibility for the station, on Aug. 12, coincident with the fifth anniversary of WFAS' operation.

BBC Disking Tele Programs

London—So historic are some of the programs now being televised from Alexandra Palace here that BBC has decided to keep a library of wax disks on which both the picture and sound are recorded. Blattnerphone tape is the accepted medium for filing away ordinary sound broadcasting programs, but the electrical impulses which go to form television will be preserved on composition discs.

New Burgess Dealer Catalog

Freeport, Ill.—An attractively illustrated 52 page dealer catalog is being released by the Burgess Battery Co. This is one of the first such complete catalogs on dry batteries, lamps, flashlight cases and lanterns.

Bosch Steps Up Production

Springfield, Mass.—United American Bosch Corp. will be turning out 2,000 radio receiving sets daily within three weeks, Arthur T. Murray, president of the company says.

Office Cooling Device Designed by E. L. Gove

Cleveland—E. L. Gove, technical supervisor for United Broadcasting Co. and WHK-WJAY, is no ordinary engineer. He has conceived a clever system, and an economical one, for air-conditioning the offices of the two stations.

To get around the hot weather effect on UBC employees, he has devised a placement system for a series of electric fans which conduct air from the studios, which are air-conditioned, to the offices, which are not.

According to Gove, "It all works on this plan. The office windows are kept closed on the side of the building where air will come into the building, and are opened on the side where the air will flow out. Then, by placing the fans so that cool air is circulated through the corridors from studios to offices, warm air is automatically forced out the windows. The overall temperature of the offices is lowered by several degrees."

WMCA Has Three Transmitters

WMCA has three complete transmitter systems two of them located at the aeriels in Flushing, L. I., and an emergency transmitter on the roof of the WMCA building at 1697 Broadway.

The Flushing transmitter can be changed in three seconds. It takes thirty seconds to get the New York equipment operating.

WSOC Gets Disking Equipment

Charlotte—WSOC, keeping abreast of the times, now has a new RCA recording head and all the necessary equipment for making transcriptions. Right now the programmers and technical men are busy making disks of the station's feature programs and voices which will be in the hands of the agencies for audition purposes very shortly.

Musical Engineer

The man who holds the Sunday night CBS broadcasts of the Lewisohn Stadium Concerts in the hollow of his hand is a musician as well as an engineer. He is Charles Kleinman and he's the only staff engineer with a music background. That's why he's been the official Philharmonic-Symphony engineer ever since he came to Columbia three years ago. Kleinman can read scores, which means that at rehearsals he knows just where to mark required increases or decreases in volume.

Coming Events

July 8-10: L'Union d'Art Radiophonique first international congress, at the Sorbonne, Paris, France.

July 12-17: International Congress of Short Waves, Vienna.

Aug. 2: Semi-annual meeting of the American Radio Telegraphers Association, New York.

Aug. 23: Credit Retailers' Ass'n of America annual convention, Hotel New Yorker, New York.

Oct. 21-22: American Ass'n of Advertising Agencies Pacific Coast Convention, Hotel Del Monte, Del Monte, Cal.

Nov. 26: Inter-American Radio Conference, Havana.

Dec. 8-12: Eighth Annual International Radio Club Party, Havana.

Feb. 1: International Telecommunications Conference, arrangements being made by General Manager of Egyptian State Railways, Telegraphs & Telephones, Cairo, Egypt.

Location is Acquired For New Toledo Station

Toledo—Community Broadcasting Co. will lease and remodel the fourth floor of the Bell Building, Madison Ave. and Erie St., for studios and transmitter, having received permission from the FCC to build a 100-watt station to operate in daytime only. Construction is to begin on or after Aug. 3. Company is headed by Frazier Reams, former Lucas county prosecuting attorney. Only station broadcasting from Toledo at present is WSPD.

New KMOX Studio Near Ready

St. Louis—KMOX's new Studio 8 is nearing completion. Studio is last word in modern construction, with floor of concrete floating on springs, staggered walls and all newest engineering refinements. Construction, under supervision of Graham Tevis, chief engineer, will be finished around July 15.

Set-Testing Program

Pittsburgh—A program that will enable any radio set owner to test the quality of his set will be broadcast by WCAE Sunday afternoon starting at 4:45. Jim Schultz, chief of the WCAE engineering staff, will have charge of the feature.

New Tower Site for WMAS

Springfield, Mass. — Agreements have been entered into between the city and representatives of WMAS for the erection of a steel broadcasting tower at the rear of Pynchon Park. Better conditions for broadcasting are expected.

ORCHESTRAS - MUSIC

CHICK WEBB and ork make their Broadway debut with a week at Loew's State Theaters starting Aug. 19.

Glenn Miller and his musical aggregation have been held over at New Orleans' Hotel Roosevelt for 4 more weeks, bringing the date up to Aug. 11.

Gus Arnheim and the outfit he batons take over the Capitol Theater in Washington for a week, beginning Aug. 6.

Bill McCune and his Staccato Styled Rhythm featured at the Marine Roof of the Hotel Bossert are playing several seagoing songs in staccato tempo. Among them are: "Asleep in the Deep," "Bells in the Lighthouse," "Blow the Man Down," and "Popeye, the Sailor Man." Hal Atkinson is the vocalist.

Hank Stanford, soloist of the Rambling Cowboys, formerly on the WOAI, San Antonio talent staff, until signed up for a twice weekly broadcast over TQN for Gulf Oil, was recently signed to a contract in Dallas by Ted Fio Rito.

New Amplifier at WTMV

East St. Louis—Fred Liggett, WTMV chief engineer, and his staff have completed setting up the new Western Electric 110-A Program Amplifier recently bought by WTMV. Excellent results in modulation are reported.

Velocity Mikes for KGNO

Dodge City, Kas.—KGNO has added an RCA 44-B Velocity Microphone and Jensen speaker with directional parabolic baffle to handle the crowd situation at its Saturday night Barn Dance broadcast.

WOKO Replacing Equipment

Albany—WOKO will install complete new transmission equipment as a result of General Manager Harold E. Smith's trip to the NAB convention in Chicago. Smith completed negotiations for the new equipment during the convention.

WJBK Installs Amplifier

Detroit—One of the latest Bell Telephone Lab developments, a Program Amplifier, which automatically prevents overmodulation, has been installed by WJBK. Paul Frinkle, station's chief engineer, was in charge of the installation.

New Time for Ted Malone

Ted Malone, doing the "Between the Bookends" program on CBS, will be heard at a new time beginning July 19, shifting to the 10:30-10:45 a.m. spot, Monday, Tuesday, Wednesday and Friday.

WQXR has inaugurated a new program of recordings called "The Bandstand," heard Sundays at 12:30-1 p.m. and consisting of all band music.

Baron Elliott's band Monday begins a series of broadcasts from Kenywood Park, Pa., on WCAE. The boys will be heard in their first program at 5:15 for a quarter hour, and again at 10:30 for a half-hour of dance melodies.

Dr. Walter Damrosch, music counsel for NBC, and Frank Black, NBC general music director, have been appointed members of the Advisory Committee on Music for the N. Y. World's Fair of 1939.

Patricia Carroll has been signed by Johnny Hauser to sing with the Hauser orchestra on their five times weekly broadcast over the WOR-Mutual. Hauser and the band are airing from the Grossinger Playhouse, Ferndale, N. Y.

Ted White, song stylist on KYW, Philly, is busy with recordings. His "Swinganooga" has been plattered on Decca by Bert Ambrose and Louie Armstrong will platter his "Reuben Swings the Cuban". Tunes are colabeled with Jack Meskill.

Jimmy Burke Gets Wings

St. Louis—Jimmy Burke, Chief Engineer of KWK, is sporting a pair of wings on his lapel—signifying the completion of his first solo flight after instruction at St. Louis-Lambert Airport. A thoroughly air-minded fellow is Burke, as he used air transportation almost exclusively to reach the various origination points of KWK's many remote sporting events.

Scott Radios for England

London—E. H. Scott, Chicago radio manufacturer arriving here this week, is understood planning to form a subsidiary company in this country for the manufacture of his deluxe sets. BBC is said to be using his new 30-tube receiver.

3 Engineers Join NBC

Three new engineers join the NBC technical staff today. They are John E. Holmes, recording engineer, formerly with Rangerton, Inc.; Melvin A. Lewis, field engineer, formerly with WAAT and recently with DeForest Radio in Jersey City, and Wm. A. Irvin, maintenance engineer, at one time with WEA, lately with Commercial Radio Land Corp.

Stretch Sr. Joins WHN

Harold Stretch Sr., formerly of Hearst Newspapers, has joined the WHN sales department. Harold Stretch Jr., son, is also connected with the WHN sales staff.

Ted Nolen a Father

Ted Nolen, NBC audio facilities engineer, is the father of a boy.

San Francisco

Lucille Squires, NBC's latest hill-nelly and yodeler find, makes her debut tonight on the "Carefree Carnival." Also on the program will be Vera Vague and the famous announcer-at-large, Milton J. Mossback. Ned Tollinger scooped the western radio field in getting Mossback as a guest.

"Bud" Chamberlin, Oakland KYA announcer, is out.

Phoebe Clark, NBC actress, is back from Hollywood.

Ben Alexander, making his annual trek to Big Bear boy scout camp in the San Bernardino Mountains, is motoring down for the next couple of Thursdays to do his NBC program.

KFRO Adds Hour on Sunday

Longview, Tex.—A special Sunday morning popular request program, starting at 7 a.m. and running an hour, has been added by KFRO in response to popular demand. Previously the station opened at 8 a.m. Sundays. This makes KFRO the only Texas station on 1370 kilocycles with a Sunday 7 a.m. program.

Another newscast, at 6:30 a.m. weekdays, under the title of "What Happened Last Night", also has been added by the station, which airs news every hour on the half-hour.

ATLANTIC CITY

Phil Barr's 500 Club has Joe Frassetto's music, heard last season over the Intercity net, with Jack Beekman heading a show that includes Kathryn Rand, former dancing partner of Mickey Alpert, now turned maestro.

Radio headliners headline at the swank Bath and Turf Club, top-billing shared by Sheila Barrett and Nan Blackstone.

Stanley Meehan, who sang with Ben Bernie and is now under Rudy Vallee's wing, heads the revue with Lillian Barnes at Babette's Cabaret.

Shirley Herman, the "Mrs. Schlep-perman" of Jack Benny's radio shows, has been added to the Club Nomad show.

Etzi Covato, Pittsburgh, Pa., music master, brings his band to the Renault Tavern, featuring Angela De Mario, KDKA singing star.

Don McLean, who came to KYW, Philadelphia, from WEVD, has been assigned to handle the orchestral broadcasts from Million Dollar Pier, pumped to the NBC red. Initial remotes include the music of Jan Savitt and Ozzie Nelson.

Carol Mackay, former vocalist with Bunny Berigan, headed the entertainment at Hotel Ritz-Carlton's Merry-Go-Round, Eddie Bradd's music holding forth.

Nano Rodrigo's tango-rumba orchestra open at the Hotel Traymore's Patio del Sol.



Chicago

CECIL UNDERWOOD, west coast CNBC production man, being brought here to handle Fibber McGee and Molly show, due back for Monday's broadcast. Underwood replaces Bruce Kamman, who will give his full attention to "Kaltenmeyer's Kindergarten."

Arch Oboler, author of "Lights Out," tells friends here that he likes Mamaroneck so well that he will stay until September before returning home.

Bob Elson, WGN announcer, and Warren Brown, Herald Examiner Sports editor, went to Washington to help report the all star baseball game.

Tom Blanchard, tenor with National Barn Dance octet, replaces Al Rice in the Maple City Four while he vacations with his mother in New York.

W. Biggie Levin plans to embark on a combined business and pleasure trip to South America shortly, to look over talent.

William Morris company is moving next month from 32 W. Randolph Street to larger quarters at 64 East Lake just off Michigan Avenue.

Corinna Mura, who has just started new Mutual sustainer, will be brought to Empire room of Palmer House late this summer. She was at Blackstone here last season.

George Biggar, program promotional director of WLS, is in Brookings, S. D., attending the funeral of his father.

Robert Melind is an addition to office personnel at Young & Rubicam.

Don Thornburgh, CBS, vice-president, stopped off on way back west to confer with H. Leslie Atlass and other former associates at WBBM here.

Donna Locher of WLS "Johnny Gray Jr." cast off to Hollywood tomorrow for screen test at Metro.

Lew Goodkind, who recently re-

★ Coast-to-Coast ★

COLONEL JACK MAJOR will have as his guest Monday over CBS at 3 p.m. little 12-year-old Margie Anne Knapp from his home stamping ground, Kentucky. Margie Anne used to sing in the Church Choir until "swing rhythm" hit that part of the country. Now they can't keep the money in the collection plates, Jack sez, for Margie's songs caused the deacon to start in trucking. Colonel Major predicts that this little lady will soon be stepping out on her own, and, like the Colonel, she tells a mean whopper. She says since the swing craze hit the country her grandpa's hogs won't trust him. As an experiment, her grandpa put a swing in his hog calling, and the next morning every jackass in West Kentucky was in the corn crib.

Central Wisconsin Broadcasting Co. has filed articles of incorporation at Wisconsin Rapids, with W. Schroeder, E. Young and H. Stark as incorporators.

Latest addition to the WTMJ, Milwaukee, announcing staff is Bill Evans, formerly with WEBC, Duluth, Minn.

Phyllis Roque returns to sing with the Don Albert orchestra at WHN on Sunday evening at 9.

Sam Badamo of WICC, Bridgeport, goes on vacation Sunday, so he won't have to handle the Pleasure Beach broadcast. Mac Parker of the same station may do a part in "Is Zat So" for the Chapel Players in Guilford.

The Rev. R. Anderson Jardine, who united the Duke of Windsor and Wally Simpson, will be heard over WHN on Sunday evening at 9:15-10 direct from the Broadway Temple Methodist Episcopal Church. WOR listeners will hear him tonight.

Rev. Jardine will also do a guest appearance on Heinz "Magazine of the Air", Wednesday, 11-11:30 a.m., and the same day at 1:30-2 p.m. he will be heard on WMCA from the Kiwanis Club.

WSYR, Syracuse: Three staff members will be married on the same day, Aug. 17; Paul Adanti, control engineer, and Frances Stevens, secretary to Bill Lane, commercial manager,

signed as director of publicity and research at Lord & Thomas here, is in Mexico on a vacation jaunt. Goodkind has announced that he plans to reenter radio here Aug. 1. One report is that he will head a new radio counsel enterprise.

Herb Butterfield, assistant production director at Lord & Thomas, vacationing at Providence.

Les Weinrott, who formerly handled "Betty and Bob" and other shows for Blackett-Sample-Hummert, has been called back from California

will middle-aisle it together, while Bill Rothrum, sports announcer, has chosen a better-half outside the profession . . . Ruth Chilton, newest member of the staff, begins daily women's program Aug. 1; she formerly was with WEEI and WNEF . . . Earl Freshman, comedian, is billed as "The Chancellor of the Air" in a new half-hour variety show; other talent includes Victor Miller and Peggy Kimball, piano-organ team, and Mary Kelsey, blues singer.

Stan Field, WLTH program director, just can't stand flashlight photos. When one photographer attempted to get Field's picture, while making a speech on the special send-off for the WPA show "Great Jews In History," Field just stopped speaking until the photographer was through taking his picture. He explained that he just can't stand the flash.

"Singers Hymn Time," led by the Rev. B. J. Applegate, and Happy Apple, (The Old Ranger), garnered the fan mail at WLBC, Muncie, Ind., during the month of June. Two programs brought mail response of 560 fan letters and requests. Mail came from five cities and 30 towns.

The Three Little Maids (the Rosenberg Sisters and Jeanne Galbraith) return to their regular sustaining spot on WCAE, Pittsburgh, Monday night, at 7:30. The trio will be heard in a quarter-hour of old and new modern tunes.

George McFarlane, the Boston Mayfair songster, is subbing on the daily WBZ "Little Show" while Tony Russell is vacationing.

Bernie Barth, new staff member of KOBH, Rapid City, S. D., handles program known as the "Rapid City Rambler." First presentation of this program under its new guide featured reading of final scene of Maxwell Anderson's "Elizabeth the Queen." Barth has a fine singing voice, and according to indications, should go far in radio.

Lyle DeMoss, senior man on the street for KFAB, Lincoln, is wearing a 10-gallon hat these days in all public appearances. He's ballyhooing the State Fair rodeo.

to write Household Finance's "It Can Be Done."

Erwin Nathanson has joined Tom Fizzdale publicity staff, replacing Marge Morrison, who is taking up housekeeping. She is the wife of Bill Dwyer, copy writer at the Wade agency.

Jack Swift, vocalist with Joe Sanders at the Blackhawk, has been signed for pictures by Warner Bros.

Douglas Craig, accompanist for the Escorts, has his arm in a sling, result of an accident while swimming.



THE cast of "Hamlet," first of the series of eight plays in Columbia's Shakespeare Cycle, was completed with the signing of Ben Webster for the part of Polonius, Morris Ankrum for that of Laertes and John Wray for the Gravedigger.

They will support Burgess Meredith in the title role, Margaret Perry as Ophelia, Walter Abel as Horatio, Montagu Love as the King, Grace George as the Queen, and William A. Brady as the Ghost when the tragedy is broadcast over more than 90 stations of the CBS network Monday.

Clarence Muse, returning to the station where he got his original start in radio, was heard over the Orange Network and KYA Wednesday as the guest of George Jay during "Listen Ladies," variety show. Since he first went on the air, Muse has gone forward to a featured vocal spot on "Paducah Plantation" and to many movie roles.

"Much Ado About Nothing" will be the CBS Shakespeare play for July 19, with Leslie Howard as the male lead.

Freddie Lightner, who makes his second appearance as guest comedian on the summer Jell-O show this Sunday, has Roscella McQueen as his stooge.

CINCINNATI

Bob Kennett, program director at WLW, returned from a talent scouting trip to Chicago, bringing back Angelo Rafaelli, Italian street singer; Lynne Cole, tenor, and Dionne Craddock, blues singer.

Improvements on the WLW transmitter at Mason, Ohio, have been completed and the big station is again on the air until 2 a.m.

WSAI is now featuring a "Round Robin" of Cincinnati night spots presenting outstanding orchestras. A novel feature of this program is the interviewing of the "man on the dance floor," carrying out the idea of the "man on the street" presentation.

ONE MINUTE INTERVIEW

GENEVIEVE PACE

"Radio must realize that, like movies and the theater, it has its flops, its bread and butter shows, and its successes. The sooner it does, the sooner will real programs be produced. No one can predict the success or failure of a Broadway play. If it doesn't pull, off it goes. Radio opens a show, and keeps it going for 13, 26 and sometimes 52 weeks, flop or no flop. Isn't this the ultimate glorification of the man who admits he's never wrong?"

1	9	3	7
SUN	MON	TUE	WED
4	5	6	7
10	11	12	13
16	17	18	19
21	22	23	24
27	28	29	30

Greetings from Radio Daily

to
July 9
H. V. Kaltenborn Martha Boswell
Ted Lloyd
July 10
Helen Pickens Graham McNamee
Ray P. Jordan Joan Marsh
Noble Sissle
July 11
Fred Feibel Harry Von Zell



RADIO DAILY

Serving the Better Interests of Commercial Radio and Television



VOL. 2, NO. 7

NEW YORK, N. Y., MONDAY, JULY 12, 1937

FIVE CENTS

Summer Bugaboo Licked

FRED ALLEN RE-SIGNED FOR TWO-YEAR STRETCH

Despite all the hemming and hawing of the past few months, Fred Allen will be back on the air again this fall for Bristol-Myers Co. He will be featured in the same NBC-Red, Wednesday night hour spot. Allen last week signed a two-year non-cancellable contract with his sponsor. Understood that the comedian got a good salary tilt.

Sperry Is Adding Time On NBC Pacific Red Net

San Francisco—Sperry Flour Co. will offer "Gloria Gale," a 15-minute dramatic sketch on the Red Pacific net, except KYDL, starting July 12. In the cast will be Nancy Coleman, Doris Kemper, Helen Kleeb, James Kreiger, Vernon Wilson, Patricia Craig and Everett Glass. On the air

(Continued on Page 3)

Stewart-Warner to Hold Sales Meeting Aug. 4-5

Chicago—Initial showing of 1938 models by Stewart-Warner Corp. will be made at a convention of radio distributors and their sales forces at the Edgewater Beach Hotel, Aug. 4-5. An attendance of 400 is expected.

S. F. Television Test

San Francisco—A television demonstration at the Philo T. Farnsworth lab last week before a group of newspaper men was hailed as a success. Company believes television radios should be available next year at a price under \$400.

Going Highbrow

New Orleans—Hillbilly music is no longer "coming 'round the mountain" on local stations. The principal broadcaster of backwoods music announced unofficially a few days ago that all programs of what it used to term "American folk music" had been cancelled, apparently in an attempt to put the station on its dignity.

WJW Organizes

Akron—WJW, "The Voice of Akron," has taken the local lead in recognition of its organized employees. Manager Sam Townsend has concluded an amicable agreement limiting working hours and granting substantial salary increases to all staff members, days off, adequate vacations and other benefits. Technical, announcing and office staffs are included.

AFM'S E. T. DISCUSSION SCHEDULED FOR JULY 26

Joseph N. Weber, president of the American Federation of Musicians, has set the definite date of July 26 for meeting of the Executive Board. Board will take up the matter of electrical transcription control, as per mandate issuing from the recent AFM convention in Louisville.

Executive board consists of five members of the executive committee and the four AFM officers. The board gives representation to all parts of the U. S. and also has a Canadian member.

N. Y. State Network Being Fed More Shows

A new program policy affecting member stations of the New York Broadcasting System was announced last week by Burt Squire, manager of the network. Besides carrying their own local shows, the network stations, with exception of WINS, will

(Continued on Page 3)

More Major Accounts Riding Through the Warm Weather—Stations Are Doing Bigger Business Than Ever

MBS CUMULATIVE TOTAL UP 13% FOR SIX MONTHS

Mutual Broadcasting System gross revenue for June, 1937 totaled \$99,136.12, which is slightly off compared to June, 1936. Cumulative total for the first six months of 1937 is \$1,016,320.73, which represents an increase of 13.6 per cent.

The cumulative total for MBS during the first six months of 1936 was \$894,357.90.

Hemingway Play Marks Workshop Anniversary

Presentation of a one-hour version of Ernest Hemingway's early play, "Fifty Grand," will mark the first anniversary of the Columbia Workshop under the direction of Irving Reiss. Show will be aired July 18 at 6:30-7:30 p.m. Reiss will do the radio dramatization.

Elliott Joins KFOX

Long Beach, Cal.—Robert Elliott, formerly with Scripps-Howard and later with KGB, the CBS-Don Lee station in San Diego, has joined KFOX here as commercial manager, it is announced by Hal Nichols, manager.

Business reports from stations throughout the country, together with network and agency activities, indicate that the one-time summer bugaboo is about licked for good.

A poll of advertising agencies and networks reveals that no unexpected cancellation of major accounts for the summer took effect. NBC business which hit an all-time high last summer, is showing a higher trend. CBS, which in the past has had comparatively poorer summer months, showed a stronger trend last year

(Continued on Page 3)

GRAIN BELT STATIONS IN FOR BOOM SEASON

Kansas City—With the wheat and corn belts producing their best crops in many years—in some cases the biggest in ten years—radio stations in these territories are out for new records in business next fall and winter.

Buying power of the farm and rural districts is now about the highest in more than a decade, with signs of continuing that way or getting

(Continued on Page 3)

CBS May Sign "Name" For Educational Post

Rumor around the trade last week to the effect that CBS was ready to announce a new educational director of equal prominence to NBC's Dr. Angell was scotched by Edward G.

(Continued on Page 3)

★ THE WEEK IN RADIO ★

... Networks Continue Gains

By M. H. SHAPIRO

CBS hit an all time high for a monthly percentage increase in gross receipts with 64.8 per cent gain for June, while NBC which saturated itself with commercial some years ahead of its opposition showed an increase of 29.3 per cent... Mutual slid off a little for the month, but held up on its six-month cumulative total...

Household Finance Corp. NBC program is sued on plagiarism charges. ... John Blair & Co. doing some re-

organizing, with changes made in New York, Detroit and Chicago offices as a result of switching officials, etc...

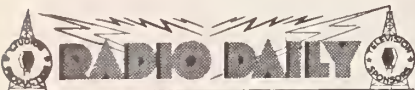
Three cornered controversy of WHN-AFL-ARTA resulted in the National Labor Relations Board referring its data to Washington following a hearing in New York... WAGA, new outlet in Atlanta, owned by the Atlanta Journal, takes to the ether on Aug. 1 as an NBC-Blue network affiliate... Three Birmingham stations

(Continued on Page 2)

Don Lee Expansion

West Coast Bureau, RADIO DAILY

Los Angeles—Obtaining of an FCC permit for a 100-watt station on 1310 kilocycles in Fresno, formerly exclusive Hearst and NBC territory, and addition of KQW, San Jose, are among latest Don Lee chain expansion moves. George Harm, allied with Don Lee motor interests, heads the Fresno station.



Vol. 2, No. 7 Mon. July 12, 1937 Price 5 Cts.

JOHN W. ALICOATE : : : Publisher

DON CARLE GILLETTE : : : Editor

MARVIN KIRSCH : : : Business Manager

Published daily except Saturdays, Sundays and Holidays at 1501 Broadway, New York, N. Y., by Radio Daily Corp. J. W. Alicoate, President and Publisher; Donald M. Mersereau, Treasurer and General Manager; Chester B. Bahn, Vice-President; Charles A. Alicoate, Secretary; M. H. Shapiro, Associate Editor. Terms (Post free) United States outside of Greater New York, one year, \$5; foreign, year, \$10. Subscriber should remit with order. Address all communications to RADIO DAILY, 1501 Broadway, New York, N. Y. Phone Wisconsin 7-6336, 7-6337, 7-6338. Cable address: Filmday, New York. Hollywood, Calif.—Ralph Wilk, 6425 Hollywood Blvd. Phone Granite 6607.

Entered as second class matter April 5, 1937, at the postoffice at New York, N. Y., under the act of March 3, 1879.

FINANCIAL

(Of Radio 'Gadgets')

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Am. Tel. & Tel.	168 3/4	168 1/2	168 3/4	— 1/4
Gen. Electric	55 1/2	54 7/8	55 1/4	— 1/8
North American	26	25 7/8	25 7/8	— 1/8
RCA Common	9 3/8	9 1/8	9 1/8	— 1/8
Stewart Warner	18	17 3/4	17 3/4	— 3/8
Zenith Radio	38	37 1/2	37 1/2	— 1/8

OVER THE COUNTER

	Bid	Asked
CBS A	29	30 1/2
CBS B	28 1/2	30
Stromberg Carlson	13	15

Gets 3 Portable Pickups

WOR has bought three Western Electric 22-A portable pickup outfits equipped for both AC and battery operation. This represents the greatest number that has been sold to any one station in the country to date. The amplifiers will be used to handle the large number of remote broadcasts which WOR has been assigned to cover as a member of the Mutual system. The apparatus is portable, weighing only about 50 pounds, and is entirely contained in two suitcases.

Joan Blaine to New York

Joan Blaine, who has quit the cast of "A Tale of Today," NBC-Red network program emanating from Chicago, following last night's broadcast, is moving to New York this week. There has been talk that she would do a new network show from this end.

Schillin's Newark Branch

Schillin Advertising Agency on July 15 will open a branch office at 744 Broad St., Newark.

KMMJ

Clay Center, Neb.

The favorite family station

THE WEEK IN RADIO

... Networks Continue Gains

(Continued from Page 1)

involved in a shuffle, as approved by the FCC...Two newspapers, Telegraph-Herald in Dubuque and Times Publishing Co., St. Cloud, Minn., got station permits from the FCC...

Senator Wallace H. White, Maine Republican, introduced a resolution calling for a sweeping investigation of the radio industry and a study of the activities of the FCC...Gov. Hoffman of New Jersey lost ground in his suit against Boake Carter and then followed up with more legal stuff...

Amos 'n' Andy signed for three

years on NBC for Campbell Soup Co. product (probably beans), deal being made by Bill Murray of the William Morris offices and L. Ward Wheelock, vice-president of J. Wallis Armstrong agency. They start Jan. 3, 1938...Actors' Equity Ass'n starts active organization of radio actors and circulates authorization blanks which will enable Equity to come to the front as collective bargainer...WJBK case against Western Union brought before FCC...More drama in the offing with WOR to offer new series presented by Orson Welles and NBC going in for some Shaw and O'Neil.

Diving in Octopus Tank For Broadcast on WJAY

Cleveland—In one of the most dangerous broadcast stunts ever attempted, Carl Mark, WJAY announcer, on Thursday at 11:45 a.m. will get into a diving suit with microphone and step into a 50,000 gallon tankful of water which contains a live 20-foot octopus at the Great Lakes Exposition. The octopus will be the only other living thing in the tank and only means of communication Mark will have with those above water will be telephone wires leading from his diving suit to the surface. Through these wires he will give WJAY listeners a vivid description of the situation and anything that may happen. Although octopus will be fed before broadcast, it is expected to give Mark plenty of thrills and Cleveland radio listeners some exciting moments.

Cast for CBS "Much Ado"

Leslie Howard and Rosalind Russell will head the cast of "Much Ado About Nothing," the Shakespearean offering over CBS on July 19 at 9-10 p.m. Ben Webster, Charlotte Evans, Dennis Green, John Davidson, Stefan Schnable and Wright Kraemer are among others in the cast.

Eve Casanova Adds a Day

Eve Casanova's WMCA series on charm is adding an extra day and will be heard hereafter on Monday, Wednesday and Friday at 10:15-10:30 a.m.

"Angelus Hour" on WBNX

Thelma Holden of Hollywood, lecturer, writer and educator in spiritual principles, starts a new series, "The Angelus Hour," on WBNX at 5:15 p.m. Tuesday.

Wallace Warren Managing KOH

Reno, Nev. — Wallace Warren has been named manager of KOH, McClatchy chain station, succeeding Joy True, resigned. Warren was formerly with Central States Broadcasting Co. in Omaha and with KFBK, Sacramento, since May.

FCC Ready to Assist In Probe of Industry

Washington Bureau, RADIO DAILY

Washington—Attitude of the FCC toward the resolution introduced in the Senate last week by Senator White of Maine, calling for a complete probe of the radio industry and the FCC, is the same as it was concerning the Connery measure, according to a spokesman of the Commission. The FCC is ready to co-operate in any way possible should the resolution be adopted. Action, however, is not expected until the new session starting in January.

Grant Stores Sign Prescott

Allen Prescott ("Wifesaver") has signed with the W. T. Grant chain of stores for the series of 39 weeks of broadcasts to begin in August. Prescott's contract calls for his making personal appearances in all of this company's stores in the South, Middle West and New England.

CBS to Air "Caesar" July 26

West Coast Bureau, RADIO DAILY
Los Angeles—"King Lear," slated as third in CBS Shakespearean repertoire, gives way to "Julius Caesar," July 26, on account of illness of Lionel Barrymore. Claude Rains probably in the title role.

Alistair Cooke in NBC Series

Alistair Cooke, film critic heard recently over BBC, inaugurates a 13-week series over the NBC-Red network, Wednesdays, 10:45-11 p.m., beginning July 21.

Philip Pancoast to Marry

J. Philip Pancoast of Transcriptions Inc. left Saturday for Uniontown, Pa., where he will marry Ellen R. Semans on July 17. The newlyweds return to New York late this month.

Tony Koester Joins KFBK

Sacramento — Tony Koester, formerly with KPQ, Wenatchee, Wash., has joined the announcing staff at KFBK, McClatchy station here.

COMING and GOING

WALTER DAMROSCH returns today from Europe aboard the Normandie with MRS. DAMROSCH.

MARY LEWIS, prima donna, is another Normandie arrival today.

OLIVER WAKEFIELD also arrives today aboard the Normandie.

RUDY VALLEE departs for Dallas where he is to appear at the Greater Texas Exposition.

MARION CLAIRE leaves Los Angeles to appear as soloist at Grant Park, Chicago, July 24, on the program being sponsored by the musicians of Chicago.

MAY ROBSON, enroute to Hollywood after appearing on the Sealtest show in Cleveland yesterday, steps off today in Chicago.

PAT BARRETT of the Uncle Ezra show is vacationing in Northern Michigan.

EDWARD M. RAYNOLDS of Ross Federal Research Corp. sailed Friday to become marketing and research director of J. Walter Thompson's London office.

IRENE RICH was in Chicago last week for a conference with the Kastor agency. She is expected back in New York today after spending some time with her children and friends in Detroit prior to the Chicago trip.

NORMAN FOLEY of Harms Music left Friday for a vacation at Totem Lodge.

LARRY NIXON left Friday for Dallas on business.

VANCE BABB, NBC Radio City press head, off on his vacation.

PAUL WHITE, JOHN FITZGERALD and BOB TROUT, all of CBS department of public affairs, to Atlantic City over the week-end to attend the "Headliners" dinner.

JAN PEECE left Friday for Hollywood where he will appear at the Bowl, in a concert performance July 22.

FERDE GROFE flies to Hollywood in about a week to be guest conductor of the Los Angeles Symphony Orchestra concert in the Hollywood Bowl, July 22, when many of his own compositions will be played.

"Hollywood Showcase" on CBS

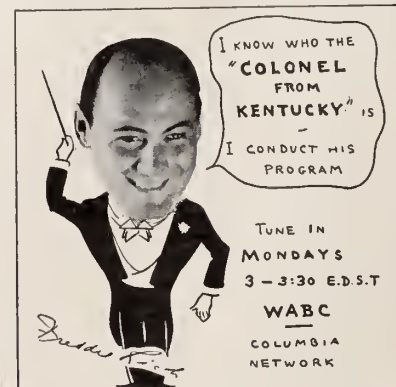
West Coast Bureau, RADIO DAILY

Los Angeles—"Hollywood Showcase" goes CBS transcontinental on July 17 at 9:30-10 EDST. Initial network presentation includes Lillian Lawrence, vocalist, Ralph Rainger and Leo Robin, tunesmiths, and Lud Gluskin. Tabloid dramas also under consideration for exploitation of promising but little-known talent.

2 New WHN Series

Dick Barry and orchestra will be heard on WHN over the WLW Line from Cincinnati on Sundays and Tuesdays at 12:30-1 a.m. and Fridays at 12-12:30 a.m.

Don Bova, singing guitarist, starts a series today at 11:45-12 noon. He also will be heard Tuesdays and Wednesdays.



TUNE IN
MONDAYS
3-3:30 E.D.S.T
WABC
COLUMBIA
NETWORK

GRAIN BELT STATIONS IN FOR BOOM SEASON

(Continued from Page 1)

even better. As a result, broadcasters expect to have little trouble selling sponsors the idea of doing a little concentrated radio advertising in these communities.

In addition to the farmers benefiting from the high prices of wheat, corn, hogs, etc., the big grain crops are also aiding the railroads.

N. Y. State Network Being Fed More Shows

(Continued from Page 1)

be fed programs from WLW in Cincinnati, WHN in New York and WAAB in Boston. Stations will also air programs originating in the WINS studios.

Members of the network, of which WINS is the key station, are WABY, Albany; WIBX, Utica; WSAY, Rochester; WMBO, Auburn, and WBNY, Buffalo.

SAN FRANCISCO

Starting late in July, KYA, through Oakland, will air the Oakland Lakeside Park band concerts for the Orange net.

KLS last week aired the first 30-minute crime drama waxed by Alameda Federal Educational Radio Technique class.

Jim Morgan, KSFO program manager, vacationing at CBS studios in the south.

Ford Billings, gen. mgr. of California Radio System, arrived here last week after a month in N. Y. Stopped over for confab with KYA mgr. Bob Roberts before heading for L. A.

Bill Pabst, ass't mgr. KFRC spending a few days at Fallen Leaf Lake near Tahoe.

Gallenkamp Shoes has dropped "True Detective Tales" and is now sponsoring "Prof. Peter Puzzlewit," an interview program of questioning the public done by Larry Keating. "Puzzlewit" was formerly fathered by International Shoe Co.

Lois Williams, CBS publicity department, back from a Hollywood vacation.

Good Scouts

Don Goddard and Tom Riley of the NBC Press Department, who went to Washington to arrange all the NBC broadcasts of the Boy Scout Jamboree last week, not only did their duty of preparing scripts, acting as contact and production men, etc., but made themselves indispensable to the Boy Scout organization. Lowell Thomas, who went to Washington to do his regular evening news stint from the Jamboree, found Goddard and Riley playing the roles of chief assistants to Dr. James West, Chief Scout Master, helping him in every conceivable way to handle the 26,000 boys and all their activities.

F. C. C. ACTIVITIES

APPLICATIONS RECEIVED

C. J. MacGregor, Port Newark, N. J. CP and license for new experimental station.
KRGV, Inc., Weslaco, Tex. Authority to transfer control of corporation from M. S. Niles to O. L. Taylor, Gene Howe and T. E. Snowden.

HEARINGS SCHEDULED

Today: Richard Field Lewis, Oakland, Cal., CP for new station; Harry Schwartz, Tulsa, CP for new station.
July 13: Genesee Radio Corp., Flint, CP for new station.
July 14: Standard Life Insurance Co., Jackson, Miss., CP for new stations.
July 15: El Paso Broadcasting Co., El

Paso, CP for new station; World Publishing Co., Tulsa, CP for new station; KGKL, Inc., San Angelo, Tex., CP for power increase to 5 kw.; The Tribune Co., Tampa, CP for new station; F. B. Clements & Co., Mankato, Minn., CP for new station; Centennial Broadcasting Corp., Dallas, CP for new station; WROK, Rockford, Ill., authority to transfer control.

Oct. 25: George H. Payne, San Jose, Cal., CP for new station.

Nov. 1: Honolulu Broadcasting Co., Honolulu, CP for new station, also authority to transfer control of KGMB.

Dec. 17: WLAC Inc., Nashville, CP for increase in power to 50 kw., 1470 kc., unlimited time.

Sperry Is Adding Time On NBC Pacific Red Net

(Continued from Page 1)

five times a week, the show will be preceded by another Sperry program with Hazel Warner and Martha Meade. Present Sperry show has been running two-a-week.

Dog Plea on Air

Marking the first broadcast of its type, WHIO short-waved a program from the Montgomery County Animal Shelter in Dayton. Ron Gamble, announcer in charge, was so successful in placing dogs in homes that the director of the Animal Shelter requested the broadcast be repeated.

WBS Signs 3 More Stations

World Broadcasting System has signed three new stations for its recording library service—KGER, Long Beach, Cal., and 3ZB, Christchurch, and 4ZB, Dunedin, both in New Zealand. KGER starts the service on Aug. 1. Other two stations begin late next month.

4 Coast Shows on Mutual Sat.

Four shows from the coast are now going transcontinental over Mutual on Saturdays, 9-10:30 p.m. They are: "Louisiana Hayride," Negro musical; "Ecstasy," with Paul Keast, Juliette Novis and Frederick Stark's Don Lee orchestra; Otilio Revarra and his Mexican orchestra and George Fischer's "Hollywood Whispers."

Dragonette in "Bitter Sweet"

Noel Coward's "Bitter Sweet" will be presented by Jessica Dragonette as her Beauty Box presentation Wednesday at 9:30-10 p.m. over CBS.

Banks Program Fading

The CBS American Banks cooperative program will fold after the Aug. 6 broadcast which is the expiration date of the CBS contract. Program is heard, Fridays, 10-10:30 p.m.

Third Week for Lightner

Freddie Lightner will be held over a third week as guest comedian on the summer Jell-O show over NBC-Red network on Sundays.

Curtis & Allen Handling Mann

Jerry Mann's affairs are now being handled by Curtis and Allen. Mann is the starring comedian on the "Hammerstein Music Hall," on CBS each Tuesday.

CBS May Sign "Name" For Educational Post

(Continued from Page 1)

Klauber, CBS executive vice-president.

Klauber said it was quite possible that someone in the company was working on such a plan, but as yet he had not seen the report.

Rumor may have been started by the fact that CBS has hired W. Cabell Greet of Columbia University, a linguist, to do some unannounced work for the network.

"City Sleeps" Returns

"While the City Sleeps" returns to the air July 12 and will be heard Monday—Wednesday—Friday at 5:15 p.m. on the NBC-Red network out of Chicago, succeeding the "Adventures of Dari Dan" serial now sponsored in the same spot by the same sponsors, Boweys Inc. Finney Briggs continues in the Dari Dan role. Bill Moore writes the scripts. Cecil Roy, Forrest Lewis and Bill Bouchey also in the cast.

Tea Bureau Plans Not Set

Plans for the expansion of the Tea Bureau into the east and southeast will not take place until around the first of the year, says William Esty & Co., Bureau's advertising agents. Whether spot radio will be used then along with other media has not been decided. Sponsor is currently using radio in its campaign in the Cleveland-Buffalo area.

Muriel Byrd Returns to WHN

Muriel Byrd, vocalist, on Saturday began a series of weekly afternoon programs over WHN, at 2-2:15 p.m. She was previously heard with Don Albert on his Cocktail Lounge broadcast over WHN last year.

★ ★ ★ ★ ★ ★ ★ ★

**RAY
MIDDLETON** ★

Now Appearing

NEW CHASE AND SANBORN SERIES ★

UNDER CONTRACT ★

TO ★

PARAMOUNT PICTURES ★

Management ★

COLUMBIA CONCERTS CORP. ★

OF COLUMBIA BROADCASTING SYSTEM ★

★ ★ ★ ★ ★ ★ ★ ★

SUMMER BIZ BUGABOO LOOKS LICKED FOR GOOD

(Continued from Page 1)

and June business exceeded all expectations.

Outstanding reasons advanced for the increased network summer biz include:

1. The 10 per cent discount obtained by continuous advertising and use of the nets, which virtually makes the overall cost for the summer months one-half the rate of the other months. For example, an account going on for only 39 weeks loses the discount, whereas the additional 13 weeks to make it 52 costs the advertiser about the equivalent of seven weeks because of the discount figured on the 52 weeks.

2. Advertiser is enabled to keep his favorite time and outlets, also a continuity of audience.

3. Advertiser covers himself on any rate card rise for the ensuing year.

Supplementary reasons are the consideration whether a competitor is on the air; increased consumption of many products in the summer months—gasoline for instance; millions of auto sets in operation, catching listeners on the fly and otherwise; statistics showing that actually more people are at home in summer than in winter. Last but not least is the acknowledged improvement in the modern set which keeps static down to a minimum.

WHN Adds News Periods

Richard Brooks, commentator, will do 20 news periods a week over WNEW under a new schedule starting July 26. He will be heard three times daily Monday through Friday, four times Saturday and once Sunday. INS service will be used. Several of the periods already are sold.

Whiteman Postponed Again

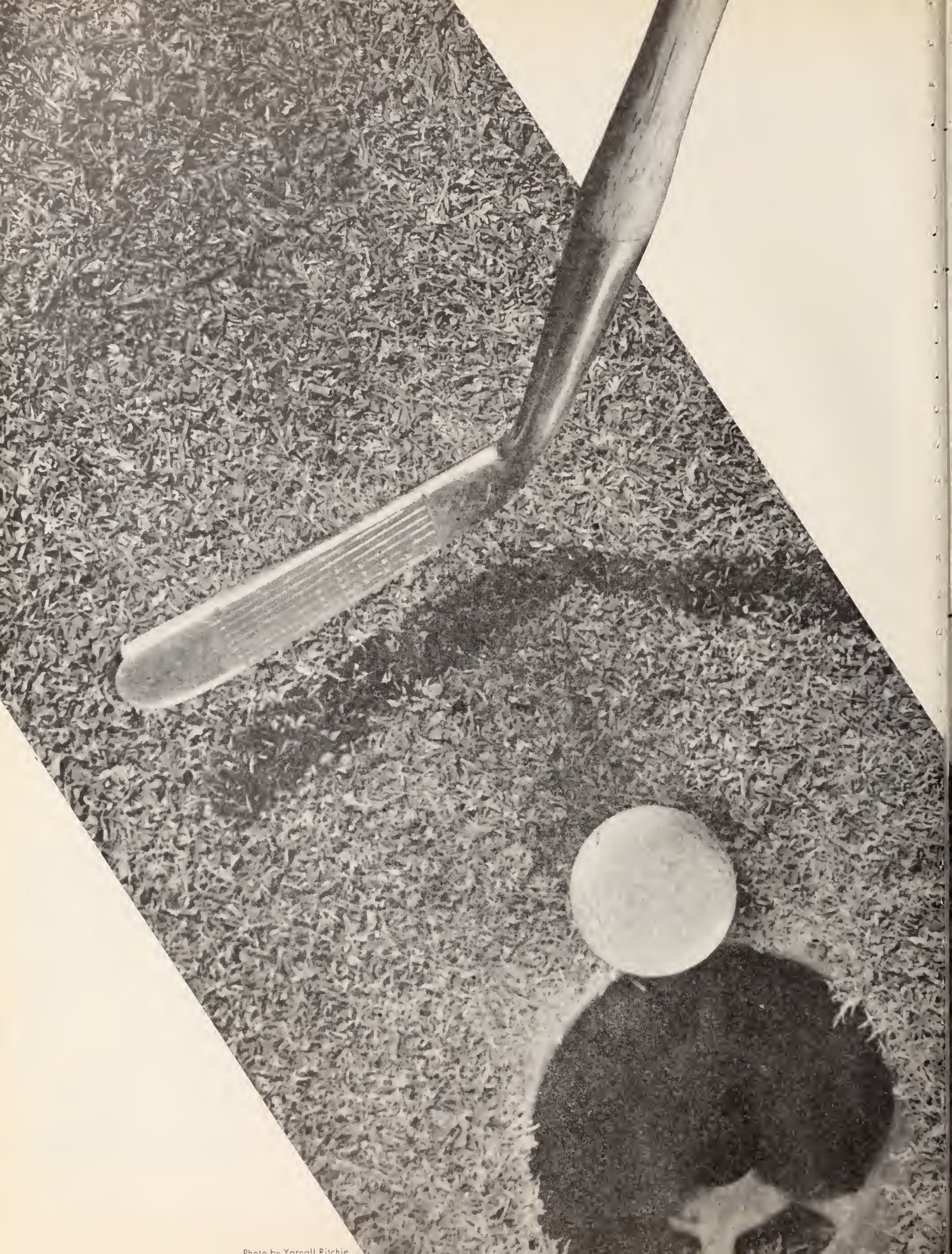
Ft. Worth, Tex.—Paul Whiteman's NBC series was postponed again until Wednesday because of lack of broadcast rehearsal time.

There is no Substitute
for Coverage

**W
S
Y
R**

The Voice of Central New York

SYRACUSE, NEW YORK



plunk!

The longest drives . . . the sweetest irons . . . the crispest pitches . . . all hang in the balance until you're *in*. Merchandising is no different. Getting *home* counts . . . which explains the continuous growth of radio.* Radio is the shortest, straightest line into the greatest number of homes. Today . . . into 24,500,000 American homes . . . and millions of automobiles. Tomorrow . . . in many thousands more. And the tomorrows after . . . in still more thousands of homes and cars. (The current sales of U. S. radio sets are breaking *all* previous records.)

*Columbia will be glad to supply the radio facts on *your* industry, upon request.

SPEAKING OF BEING "ON THE GREEN"...

These are the major golf tournaments carried by CBS this summer.

NATIONAL OPEN • Birmingham, Michigan • *June 10-12 inclusive*
RYDER CUP • Southport and Ainsdale • *June 29-30 inclusive*
BRITISH OPEN CHAMPIONSHIP • Carnoustie, Scotland • *July 9*
NATIONAL AMATEUR • Portland, Oregon • *August 23-28 inclusive*

THE COLUMBIA BROADCASTING SYSTEM



CHARLES P. HUGHES, who originated "First Nighter" and "Behind the Camera Lines," has launched a new four-a-week dramatic show over WJJD under title of "The Broadway Melody" in the interests of 42d Street Sales corp. (Cosmetics).

Albert Kircher Co. (advertising) has opened a publicity and public relations department headed by Milton Pollack, formerly with CRA. Tom Kettering also is associated with the new venture.

Tom Fizdale, who merged with Earle Ferris under the title Ferris & Fizdale, in New York, will look after midwestern interests of the firm and probably go to the coast in the fall.

Ed Voynow, v. p. and Chi manager of Edward Petry & Co., back from a sojourn in Europe.

Ned L. Reglein, WIND program manager, leaving July 22 for Europe. Will be gone six weeks.

Tom Kivlan, WBBM sales, is vacationing in Sister Bay, Wis.

Monte Kelly, top tenor with Griff Williams band at the Aragon, is in Edgewater hospital, result of an auto smashup.

Irna Phillips, who writes "Today's Children" and the "Guiding Light," has just signed for a third network dramatic show, "The Hand of Man," story of a physician. Show will originate from New York starting last week in August over NBC.

Art Eaton, head of the creative department of Young & Rubicam, off for a vacation in Philadelphia and other Pennsylvania points.

Virgil Irvin, WAAF's new continuity editor, has been placed under option by a Hollywood film company and will make a screen test in September.

Joe Silver is a new announcer at WAAF. He came from WLBC, Muncie, Ind.

Pat Barrett (Uncle Ezra) has turned over operation of his station E-Z-R-A to Aunt Cecelia (his wife in real life) who will operate it for a fortnight while he vacations in the northwoods.

Ruth Lyon, NBC soprano, left Saturday for vacation with her parents in Pontiac, Ill. During her absence Olga Kargau is singing on "Romance Melodies" and "Words and Music" programs.



A REPORTER WITH A CONSCIENCE!

● ● ● The heat makes one so lackadaisical that news like the "Broadway Varieties" sponsored by Bi-So-Dol, featuring Oscar Shaw and Carmella Ponselle, fading from the airwaves before August—after close to three years on the airwaves—means just another line instead of a scoop.... Also, that "Hammerstein Music Hall" will take over "Varieties" time on Fridays with its Tuesday time going to another sponsor.... However this from Ernie Hare and Billy Jones is very soothing: "There are only 142 days left to do your shopping before Xmas".... Word from Rosaline Greene's press agent sets our blood boiling!.... He says that she's knitting a "Roosevelt scarf" inspired by the First Lady's needlework before her airings.... Arthur Boran had the right idea when he appeared with Dick Humber's band at Manhattan Beach—wearing a bright yellow suit.... Explorer Suyden Cutting, who is accustomed to the heat of the tropics, got "mike-fright" on the Frankie Basch WMCA show.... Morton Bowe has a new remedy for this weather.... He is refreshed when he shows Tommy Dorsey and Arthur Michard his scrap-book with the complaint that it costs him \$250 a month to keep it up.

● ● ● While we're waiting to get "knocked out" on the cherry-coke, word is received from KFRC, Longview, Tex., where it's hot with or without Billy Rose.... Seems that while one of the streets there was being widened and an underpass built, the railroad company had a drill driven through an eight-inch concrete piling of 1500 pairs of phone cables.... It so happens that the program lines of the station ran through these cables.... When the accident occurred, it not only cut the program lines of KFRC but telephone service as well.... Imagine the sweat the program staff raised switching the shows from the studios to the base of their transmitter. Station also explained to listeners about the lack of phone service, thus relieving the "wrong number gals" of thousands of inquiries.

● ● ● At the Surfside opening the other nite we found Enric Madriguera's ork grand with Josephine Huston leaving us in a trance after EIGHT encores. She proved that the Riviera was a bugaboo for her talent and that a finer voice couldn't be brought to radio.... Funny thing about what the heat can do.... It's too darn hot to argue with any one and if some one starts—let him wear himself out talking.... Mack Goldman, frinstance, proves why he's loved and respected by the industry.... Someone had a peeve and asked Mack to grind their ax—because it was too warm—and they couldn't get to first base.... Mack argues, wins the point and then to his grief learns that he was on the wrong side of the combat.... Wonder why Julian Abels went to Frisco in such a huff?.... Sherman-Clay are located there, eh?.... Even though Lew Brown wears Hollywood togs, he still appears annoyed.... Jack Robbins wants to start a Hollywood clothes movement here.... George Evans has Mayor La Guardia pitching the first PING PONG ball in the radio artists' tournament to be held at Claremont.... Albert Gumble of Donaldson, Douglas & Gumble starts with Millar Music today.... Wini Shaw met Oscar Shaw for the first time and learned that they were neighbors on the Island.

● ● ● To escape the heat—go driving—but don't listen to the Hudson-De Lange orchestra! We nearly smacked up trying to beat time with our RIGHT foot. They are the hottest thing around!.... Dave Tough, T. Dorsey's drummer, is out sick, while George Wettling, beater-outer for Bunny Berigan, is down with a stomach ailment.... Frank Warren died Thursday nite before Harry arrived from the coast.... Dave Driscoll and Jerry Danzig will be 3000 miles apart but will still do their "Let's Visit" shows. Jerry will be on the coast and Dave here. Clever switching will have the two talk back and forth.... This heat's too much for anyone's conscience.... Hey, Ted Collins, up there in Alaska with Kate Smith, how about swapping thermometers with us down here!



JOHN BARRYMORE and Elaine Barrie will both play dual roles in the fourth of the NBC Shakespeare series tonight. John is cast as Prospero as well as Caliban, while Elaine will do both Ariel and Miranda. Others prominently cast are: Walter Brennan, Herbert Mundin, Robert Wagner and Henry Hunter.

KFI premieres new portable transmitter with results of the Daily News-Chevrolet "Soap Box Derby," July 31, with Doug Evans officiating. Latest sponsors of juvenile entrants in the Derby are: John Barrymore, Lum and Abner, Bob Burns and Dorothy Lamour. Bill Fields and Charlie McCarthy previously promoted by fast-talking juve pilots.

Jane Aulick, CBS publicity, and Kathryn Cravens, commentator on women's topics, are in town from New York for a three-week look-around.

Tom Waring and Priscilla and Rosemary Lane of the Fred Waring crew do guest appearances on "Listen Ladies," KEHE, today.

Hal Rork, former M-G-M exploiteer and one time Los Angeles newspaperman, in town to exploit one William Shakespeare for CBS.

Harry Witt, CBS sales chief, back at his desk after trip to Chicago and New York.

Harry Maizlish, KFVB factotum, in San Francisco attending sales convention of White King Soap products, sponsors of the Gus Edwards juvenile show on that station.

"Happy" Jack Kay, conductor of KFVB's getter-upper Breakfast Club program, held a club picnic at Long Beach on Sunday for all his fans.

Alfred Leonard, European pianist, music critic and commentator, will review and comment on Hollywood Bowl symphonic programs throughout the Bowl season over KEHE. Initial program set for tomorrow at 6:45-7.

Gus Edwards' "Schooldays of the Air" goes CBS Pacific Coast with the July 19 show, Monday 8:30 to 9:15. Emanates from KFVB and still heard over that station.

Don Thornburgh, CBS vice-president, back at his desk after spending a week at headquarters in New York.

KMTR offers ambitious tyros a chance to show their wares with a new show Monday and Thursday nights, logged as Charlie Craft's "Discoveries" and produced by Rudy Cornell, while Hollywood Chatterbox, formerly Tuesday and Friday, has been cut to one airing on Friday.

Luis Alberni set for comedy on next Benny Goodman "Summer Swing" session. Benny goes into the Palomar, scene of his first big click, July 20, following Glen Gray.

Phil Baker joined the other celebs on the Boulevard. Reported with pipe few of his early Fall programs East.

1	9	3	7
SUN	MON	TUE	WED
4	5	6	7
10	11	12	13
17	18	19	20
24	25	26	27
31	28	29	30

BIRTHDAYS

Greetings from Radio Daily

JULY 12

Milton Berle

Harold R. Peat

Ray Winters

WITH THE ★ WOMEN ★

By ADELE ALLERHAND

TIM & IRENE, Stoopnagle & Budd, Don Wilson, Frank Parker, Bunny Berigan, Del Sharbutt and Meri Bell all planning to take their respite from radio at Romayton Beach, Conn.... According to recent WOR report, Les Gottlieb will spend his fortnight, which began last weekend, at Ebbetts Field.... And now they're saying that Mary Small will audition "Juvenile Varieties" this week, it being a 5-times-a-week offering, with changes in program structure for each broadcast.... Dorothy Wilkens arranges for her request ditties in rather unusual fashion, her habit being to have the customers select them the day before.... Sheila Barrett's favorite stunt at parties used to be impersonating Lenore Ulric in the character of "Lulu Belle".... Adele Purcell, by her own confession, only femme song plugger in town, crashed the Parks Johnson, Wally Butterworth NBC Vox Pop program, t'other day and was interviewed in the Vox Pop manner.

▼ ▼

A lass named Latane Bartlett is busy contacting newspapers, schools, colleges, and other civic and educational organizations in the WBIG area of Greensboro, N. C., all in the interest of the new CBS-Shakespeare series.... Latane's been on several ether offerings, over the station, her pet program being a fashion idea, in which she shines.... Helen King, who makes contests pay, has a last name that's highly significant.... It seems she numbers among her more distinguished ancestors William and Mary of Orange (if you know your history).... Mauve decade belles, all members of the Brooklyn three score and ten club, who aired over WMCA in "Grandma's Night Out" will compete in a beauty contest at Steeplechase Park, with Mrs. Emily Klein, prexy and "Most Beautiful Grandma of 1936" holding the reins....

▼ ▼

Tribute from Caesar.... musicians at CBS flocking to Hollace Shaw's rehearsals on account of they think the gal's good.... George Dunning, chief arranger of the Kay Kyser aggregation has gone matrimonial.... Bride is a hostess he met on a transport plane while making a jump on tour.... George felt airsick.... The hostess was sympathetic.... They were married three weeks later....

★ Program Reviews ★

"KRAFT MUSIC HALL"

with Bob Burns
Kraft-Phenix Cheese Co.
WEAF — NBC-Red Network,
Thursdays, 10-11 p.m.
J. Walter Thompson Co.

GOOD SUMMER SHOW EXCEPT THAT IT'S A LITTLE OVERBOARD ON BOB BURNS.

Whether a full hour of emceeing by Bob Burns, who is so definitely character-typed, is advisable or not, the opening broadcast of the Kraft summer series did not quite definitely answer. But at times it seemed very much that this may prove the program's handicap. Burns does not have Bing Crosby's facility for steering his bantering informally with his guests. He has too much a consistent Arkansas accent, which is okay in smaller doses not in the amount required of an emcee for a 60-minute show. Outside of this, Burns handled his job with credit.

John Trotter's orchestra, new musical aggregation for the program, did excellent duty. It has zip, tunefulness and color. Trotter also was okay in his dialogue bits.

Special guests for the first broadcast of the new series included Mary Boland and Franchot Tone, film stars, who exchanged patter with Burns satisfactorily; Josephine Tumminia, talented opera singer heard on previous occasions at the Kraft Music Hall; the Foursome Quartet, a lively and harmonious unit, and the Paul Taylor chorus of good voices.

Ken Carpenter handled the commercials.

"LET'S PLAY GAMES"

Sustaining

WOR - Mutual, Fridays, 8:45-9 p.m.

NEWEST FORM OF STUDIO AUDIENCE CONTEST TYPE OF SHOW IS ABOVE AVERAGE.

Jane Martin, who conducts this program, succeeds in injecting the novelty angle right off the bat, due to her gracious manner of handling the show, giving it charm and speed, yet not sacrificing courtesy to the contestants. Instead of following out one type of show, such as a spelling bee or straight questions, considerable variety is added because there are no end of games that may be quickly introduced. Five people are chosen from the audience, with first prize being \$5, second \$3, etc., and additional prizes for listeners who send in suitable material.

Parlor type of game works smoothly and the contestant has to be on his toes. Miss Martin has an unusually fine ether personality for this kind of work and the program should catch on easily.

"Five Hours Back"

Intended primarily for rebroadcast to England via short wave and the BCC, this Friday 2:30-3 p.m. NBC-Blue network program, revived for its third summer, is tasty musical

"VELVET VARIETIES"

Terre Haute (Ind.) Brewing Co.
KMOX, St. Louis,
Tuesdays, 8-8:30 p.m.

PLEASING VARIETY SHOW HIGHLIGHTED BY BEN FELD'S ORCHESTRA.

With Ben Feld's Orchestra supplying the musical background in very enjoyable style, this program made a good impression in its first two airings. Using a lot of talent that is mostly new to these parts, and doing something different in the way of rehearsals before audiences in advance of the regular broadcast, the show has attracted quite a bit of interest.

Program caught last week had Maria Lane, monologist on the Arline Harris type; Irene Stone, vocalist; Marie Lane, "The Talkie Dame"; Dick Mills, baritone; Christine Randall, torch singer and ivory tickler, and Spencer Allen, emcee. All gave a good account of themselves.

"Music for Today"

Morton Gould, the conductor-composer-pianist, who is the guiding genius of this WOR-Mutual program, and Phil Lang, who assists him on some of the arrangements, can be credited with a truly distinguished and most entertaining musical half-hour at 9:30-10 p.m. on Thursdays. The show also features Helene Daniels in the vocal end.

When caught last Thursday, the program offered an unusually well-balanced, cleverly diversified and rhythmically rich collection of numbers, ranging from novel arrangements, such as Phil Lang's "Jaywalk" and a neat handling of "Johnny One Note," "The Merry Widow Waltz," blues numbers and Gershwin's light-hearted "Let's Call the Whole Thing Off."

Miss Daniels sang "Mad About the Boy" and "A Message from the Man in the Moon," numbers in which her full-bodied voice is displayed to advantage.

Program as a whole falls in the better class of musical presentations without getting far away from the swingy rhythm that is currently popular, an achievement that is a tribute to Gould's musical skill.

Frank Knight handles the announcements appropriately.

entertainment either for Britishers at tea time or for Americans after lunch. Dr. Frank Black conducts the NBC symphony dance orchestra, while the vocalizing is done very entertainingly by the Cavaliers Quartet, Carol Weymann and Floyd Sherman.

"Racing Results"

Heard at varying dinner-time hours daily except Sunday, this new WHN sports program handled by Jimmy Winchester is a good one of its kind. It gives the day's results from various

GUEST-ING

ANN SOTHERN, on Chase & Sanborn Hour, July 18 (NBC-Red, 8 p.m.).

GUS ARNHEIM, interviewed by Powell Clark on "Grandstand and Bandstand," today (WMCA, 3 p.m.).

MRS. ELINORE M. HERRICK, regional NLRB director, on "Success Stories," July 14 (WMCA, 8:45 p.m.).

JOSE ITURBI, JAMES STEWART, DOROTHY McNULTY and FORTUNIO BONANOVA, on Kraft Music Hall, July 15 (NBC-Red, 10 p.m.).

FAY WRAY, from Hollywood; JOE COOK and JOE LAURIE JR., from New York, and THE GAUCHOS and JACK ARTHUR, from Dallas, on Rudy Vallee show, July 15 (NBC-Red, 8 p.m.).

EDDIE DOWLING, RAY SINATRA, JOEY NASH, MICKEY WALKER, SAM TAUB and NOLA DAY, on "For Men Only," tonight (WHN, 8:30 p.m.).

GUS VAN and HARRY SAVOY, on "Broadway Melody Hour," July 14 (WHN, WOR, 8 p.m.).

HENDRIK WILLEM VAN LOON, on final Mrs. F. D. Roosevelt program, July 14 (NBC-Blue, 7:15 p.m.).

AL WOODS, MITZI, GEORGE LEWIS, HARRY MARSHALL, JOE BAILY and DESIREE TABOR, on Chamberlain Brown program, today (WMCA, 1:30 p.m.).

PATRICIA RYAN, on Town Hall Tonight, July 21 (NBC-Red, 9 p.m.).

TERRI FRANCONI, interviewed by Nellie Revell, July 20 (NBC-Red, 5 p.m.).

ARNOLD JOHNSON and his Sextet, on "Original Amateur Hour," returning to Loew's Ziegfeld Theater tomorrow (WHN, 7 p.m.).

GRACIE BARRIE of "The Show Is On," on "Hammerstein Music Hall," July 20 (CBS, 8 p.m.). Set by Herman Bernie office.

tracks around the country, including Empire City, Latonia, Arlington, etc., confining itself to the straight facts and passing up the comment indulged in by many sportscasters to color their reports; with the exception of Fridays, when guest stars will appear. Winchester was formerly a Frisco sports editor and knows his stuff.

FRANK DEGEZ

CUSTOM CLOTHES

46 WEST 48 ST.
NEW YORK

BR yant 9-9746

Outfitter to some of the best Radio Bands on the air—Finest of imported materials with the finest of tailoring plus correctness of style. Priced from \$65 up.

PROMOTION

WHB's "Doing Job Alone"

As the final chapter in the elaborate campaign and celebration which marked the celebration of its 15th anniversary, WHB of Kansas City has issued an attractive booklet titled "WHB Proves It Can Do the Job Alone," containing photographs which tell an impressive story of how the station put the event over the top without resorting to any outside advertising medium.

Reproduction of the original anniversary announcement, displays of counter-cards and tickets to the anniversary dance which drew more than 15,000 to the municipal auditorium, and a center spread photo of the auditorium crowd, plus other photos of the party, the entertainers, etc., are included in the 14x18 brochure, which headman Donald Dwight Davis of WHB is taking pride in sending around.

WFIL Booklet

WFIL, Philadelphia, has put up a promotion booklet to prove that action speaks louder than words. Instead of merely telling the advertiser about the merchandising help given by the station in selling the sponsored programs, WFIL gives the actual proof. Folder is a series of tear sheets showing proofs of ads placed by WFIL in local dailies, exploiting commercial programs. Station gets the newspaper lineage on time for space swaps with the sheets.

Juvenile Serial Promotion

Barnett's Booteries, Long Beach, Cal., shoe store has a "give-away" tie in with their radio program "Bobby and Betty and Their Magic Boots," magic-land fantasy heard over KFOX each Monday, Wednesday and Friday at 7:15. The characters Bobby and Betty, by means of a pair of magic boots are now adventuring with Buffalo Bill in the old days of the West. Barnett's gives away a Buffalo Bill picture book with each pair of shoes purchased by children.

ONE MINUTE INTERVIEW

JOHN BARRYMORE

"The actor of stage and screen who thinks that he can work at the microphone without previous radio experience is mistaken. Radio requires a dramatic technique all its own. As a new field of artistic expression, it deserves the most careful study and consideration from the actors who would succeed in it, no matter what their achievements in other mediums."

★ Coast-to-Coast ★

RICHARD MAXWELL, CBS tenor-philosopher, will dedicate his next Saturday's program to the "Send-a-Child-to-Camp" campaigns. Maxwell's "Comfort and Cheer" is heard six days weekly at 10:15-10:30 a.m.

Rex Reynolds, baritone at WBAL, Baltimore, will be featured on the new series of early evening programs titled "Golden Dawn Melodies," heard three times weekly.

Slim and His Gang, heard for some time over KDKA, Pittsburgh, have dissolved as a gang and have joined Clayton McMichen and His Georgia Wildcats. Among the group are Slim Bryant, Kenny Newton, Loppy Bryant, Jerry Wallace, Carl Cottner.

Harold Niles' Wednesday evening "Current Comment" on WICC, Bridgeport, is recessing for the summer. Gilbert Johnson, Bridgeport tenor, appears in Elise Menn's recital period tomorrow at 7:15 p.m.

Bob French, production manager for WHKC, Columbus, returned the other day from Cleveland where he completed arrangements for station to carry all pick-ups from the Great Lakes Exposition directly over the Mutual wires.

Bill Williams, sports commentator has returned to WBZA, Springfield, Mass., with a new daily series.

First broadcast this season of a night game between two major league teams, Cubs vs. Red from Cincinnati, will be aired Monday night at 10 p.m. over Mutual. WOR will carry the last hour of the broadcast. Program will be keyed from WLW with Red Barber as announcer.

WNBC, New Britain: Joseph C. Beebe's organ remotes are laying off for the summer. . . . Lawrence H. Battistini, commentator, on summer recess. . . . Libby Swensk of the office staff on vacation up north. . . . Engineer Ralph Rice and the missus celebrating second year of connubial bliss.

John V. L. Hogan, president of the Interstate Broadcasting Co., Inc., will give another of his monthly "fire-side chats" with listeners tonight over WQXR at 9:30-10 p.m. He will announce results of a contest held for listeners who were requested to write letters on "Why I Patronize WQXR Advertisers." First prize will be \$25, and there are 10 prizes consisting of yearly subscriptions to WQXR printed program.

Hal O'Halloran, WCFL announcer, while watching the Racine, Wis. Fourth of July parade on his day off, was picked out of the crowd by Ken

Hegard, WRJN announcer who was broadcasting highlights of the celebration, for an air interview.

Swor and Lubin appeared as guests on the Gulf Program with Harry Von Zell over NBC-Blue network yesterday evening.

Betty Worth, former member of the WHN stock company, appears opposite Bert Lytell in the "Alias Jimmy Valentine" disks.

KSD, St. Louis: Dave Ward, announcer, back from a coast vacation. . . . Wayne Short, newest and youngest member of the announcing staff, comes from KFRU, Columbia, Mo. . . . Lillard "Mike" McGee, news editor, writes short stories in spare time and has sold some 15. . . . Russ David, musical director, and Lee Sanguinette are doing a piano duet titled "Ebony and Ivory," so perfectly timed that they sound like just one piano.

Bill Evans, new addition to the announcing staff of WTMJ, Milwaukee, comes to the job with a fine background of diversified radio work, having been an announcer, scripter, producer and general handy-man at WEBC in Duluth for the past three years.

"Art" Graham, diminutive program director of WJW, "Akron's Neighbor," is vacationing in the west, taking a two-week motor tour to Yellowstone Park and Salt Lake City. Art, with his wife, plans to camp out all along the route, using his own specially constructed auto tent. Announcer Len Taylor and Manager Sam Townsend collaborate at the program desk meanwhile.

Apparently radio listeners in and around Duluth and Superior enjoy having their blood curdled with thrilling murder mystery mike fare. The new "Crime Club of the Air" over KDAL, Duluth, a quarter-hour dramatic stint once weekly, already has drawn a considerable mail response after just two programs. KDAL's "Crime Club of the Air" is a sustaining feature with production handled by Gilbert Fawcett, KDAL program director.

Graham Poyner, WPTF (Raleigh) production manager, is sunning himself in the marsh-lands of his native heath, Moyock, N. C., enjoying home-cooking, mid-afternoon dozing and shaveless days during his vacation.

Carl Goerch was at Roanoke Island for WPTF's opening broadcasts from Fort Raleigh and had barely six hours to drive 200 miles back to Raleigh in time for his B. C. "Carolina Chats" that night. But he made it.

ORCHESTRAS MUSIC

FELIX Fernando and ork follow Mike Riley's outfit into Mountain View House, Port Kent, N. Y., July 17. Riley's band returns to the New Penn Club, Pittsburgh, opening the following night.

Werner Janssen's second broadcast on his new NBC-Blue network program Sunday featured his own composition, "The General Died at Dawn." Work is a suite from the motion picture of that title. The motion picture is the only one for which Janssen ever wrote the score which was recently given the Stage Magazine award as the best incidental screen music of the year.

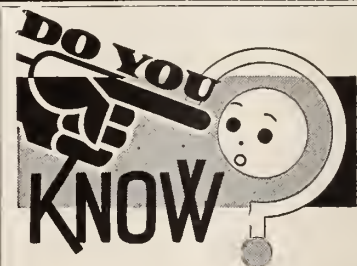
"The Three Kings of Swing" have followed the "Three Senators" into the new cocktail lounge of the Kentucky Hotel, Louisville, set there for a month by CRA.

Harms Inc. has scheduled immediate release for the musical score for the Warner Bros. forthcoming picture, "Varsity Show," starring Dick Powell and Fred Waring and his Pennsylvanians. Score is by Dick Whiting and Johnny Mercer. Ditties to be published are: "Old King Cole," "Love Is on the Air Tonight," "You've Got Something There," "Have You Got Any Castles, Baby," "We're Working Our Way Through College," "Moonlight on the Campus," and "On With the Dance."

Ted Lewis has signed Marion Mann, vocalist, for his new series of sustaining broadcasts from the Hotel Astor Roof. The new Ted Lewis broadcast schedule over WABC includes Tuesdays at 6:30 p.m., Fridays at 11 p.m. and Saturdays at 7 p.m. He also has a WOR-Mutual wire Thursday nights at 8.

Orrin Tucker and his band, with the Bailey Sisters and Bonnie Baker, open at the Schroeder hotel, Milwaukee, July 13 with nightly broadcasts over WTMJ.

Joe Gumin and his orchestra, with Sherry Bergan, vocalist, have opened for an indefinite engagement at Toy's restaurant, Milwaukee, with daily airing over WTMJ.



Presentation of "March of Time" requires the services of more than 75 persons, many of whom have been with the production since it started in 1931.



RADIO DAILY

Serving the Better Interests of Commercial Radio and Television



VOL. 2, NO. 8

NEW YORK, N. Y., TUESDAY, JULY 13, 1937

FIVE CENTS

Invite Disk Men to Parley

MAY ROBSON TO DISK BAUER & BLACK SERIES

West Coast Bureau, RADIO DAILY

Los Angeles—May Robson, grand old lady of stage and screen, starts Aug. 1 waxing a series of 15-minute transcriptions for Bauer & Black. Work will be done at Associated Cinema Studios. Blackett-Sample-Hummert is the agency.

Carolina Sales Appoints Ad Agency for Campaign

Salisbury, N. C.—J. Carson Brantley advertising agency has been appointed counsel for Carolina Sales Corp. of Greenville, N. C., which is distributor for Philco, Duo-Therm, Kelvinator products and Electrolux refrigerators in parts of four southern states.

A regional network show will be used, in addition to several short spots.

Shorter News Periods Are Found Most Popular

Milwaukee — After experimenting with news periods of 15, 10 and 5 minutes, WTMJ has decided to go in for shorter shots and more of them. Interspersing of 2-minute headline periods also has proved popular.

Makelin Joining WIND

Chicago—Hal Makelin, formerly general manager of KXBY, Kansas City, and sales manager of WIRE, Indianapolis, joins WIND as sales manager July 19, it is announced by Ralph L. Atlass, president.

Respite

Des Moines—To avoid excess repetition of musical numbers on its request program, the KSO Musical Almanac has inaugurated a "Don't Play It For A Month Club," which gives listeners the opportunity of deciding what numbers have been overdone on the recorded show, and having them shelved for 30 days.

No Sunday Ads

Rapid City, S. D.—KOBH here lays claim to being the only commercial station in the country that bars advertising on Sunday. All programs on this day are sustaining, designed to give the listener one day of relief from commercial plugs. Only possible exception to the rule is in the case of a special memorial program, and in such event only the sponsor's name is mentioned.

WPA HISTORICAL DISKS RELEASED TO STATIONS

The Federal Government, through the Works Progress Administration, has just released a series of historical background recordings to be used throughout the nation on local stations. Disks will be used with a minimum amount of commercial chatter. The WPA, which at present maintains studios in New York and is busily engaged in building programs for local stations that will clear time for them, has been almost entirely overlooked in the new series. The recordings were cut by

(Continued on Page 3)

20 Per Cent Increase In Canadian Radio Sets

Ottawa—New licenses and renewals for the operation of radio receiving sets in Canada totaled 1,038,500 for the year ended March 31, an increase of about 20 per cent over the 862,108 licenses in the preceding year. Ontario was the first-ranking province in number of sets, with a total of 424,126.

Sign Dorothy Gish, Vermilyea For Procter & Gamble Serial

WMT's News-Getters Scoop Local Newspaper

Cedar Rapids, Ia.—In the first day of active operation of the new WMT News Bureau under the supervision of Doug Grant and Ray Cox, the station scooped the local daily on

(Continued on Page 3)

AFM Executive Board Welcomes Record Manufacturers to Meeting July 26 on Transcription Issue

TRIBUTES TO GERSHWIN ON NETWORKS, STATIONS

All networks and many individual stations presented tributes last night to George Gershwin, noted American composer, who died Sunday in Hollywood following an emergency brain operation, and whose body is being brought to New York for funeral services Thursday at 2 p.m. in Temple Emanu-El.

Some stations, including WJZ (NBC-Blue network), WHN, WQXR

(Continued on Page 3)

New Rate Card on Way Covering NBC Additions

NBC is again working on a new rate card to cover the newly added outlets to the Blue web. Last card, worked out separately for the Blue and Red networks, was effective July 1 of this year. Card had not yet gone into effect before the southern group of outlets was signed by NBC. Possibility of still more stations coming in means that the new card will not be rushed out.

KFWB Not For Sale

West Coast Bureau, RADIO DAILY

Los Angeles—Reports that KFWB, Warner Bros. station, is for sale were spiced by H. M. Warner, president, on his arrival here. "KFWB is positively not for sale," he said.

Phonograph record manufacturers yesterday received official notice that they are welcome to attend the Executive Board meeting of the American Federation of Musicians when it meets on July 26 for the purpose of ironing out the electrical transcription and record situation in regard to indiscriminate performances on radio stations.

Disk manufacturers construe this as an indication that efforts will be made to adjust the matter with the

(Continued on Page 3)

N.O. UNION TO EXAMINE ALL RECORDING DEALS

New Orleans—Members of the musicians' union here and AFM orchestras in this jurisdiction have been ordered not to make any recordings or transcriptions until the local union has approved of each individual instance, according to the

(Continued on Page 3)

40 Indiana Newspapers Chip in Items to WLBC

Muncie, Ind.—E. Pierre deMiller, news director of WLBC, has organized 40 daily and county newspapers throughout the coverage area of the local station to cooperate with the station on daily newscasts of local items. Full credit is given to newspapers sending in items. Program is known as "Eastern Indiana Passes in Review."

Sold Out

Muncie, Ind.—For the month of July, WLBC hasn't a single station break available. Thus the local independent station is hanging out the S.O.S. (sold out solid) sign for the second consecutive month.

Station entered the summer with a heavy commercial schedule, and reports that there is no letup in sight.

Chicago—With signing yesterday of Dorothy Gish and Harold Vermilyea to long-term contracts for leads in WGN-WLW serial, "Couple Next Door," which Procter & Gamble is using for Oxydol, Kirby Hawkes, radio director of Blackett-Sample-Hummert here, is starting something that may have profound effect on

(Continued on Page 3)



Vol. 2, No. 8 Tues., July 13, 1937 Price 5 Cts.

JOHN W. ALICOATE : : : Publisher

DON CARLE GILLETTE : : : Editor
MARVIN KIRSCH : : : Business Manager

Published daily except Saturdays, Sundays and Holidays at 1501 Broadway, New York, N. Y., by Radio Daily Corp. J. W. Alicoate, President and Publisher; Donald M. Mersereau, Treasurer and General Manager; Chester B. Bahn, Vice-President; Charles A. Alicoate, Secretary; M. H. Shapiro, Associate Editor. Terms (Post free) United States outside of Greater New York, one year, \$5; foreign, year, \$10. Subscriber should remit with order. Address all communications to RADIO DAILY, 1501 Broadway, New York, N. Y. Phone Wisconsin 7-6336, 7-6337, 7-6338. Cable address: Filmday, New York. Hollywood, Calif.—Ralph Wilk, 6425 Hollywood Blvd. Phone Granite 6607.

Entered as second class matter April 5, 1937, at the postoffice at New York, N. Y., under the act of March 3, 1879.

FINANCIAL

(Monday, July 12)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Am. Tel. & Tel.	169 1/2	168 1/2	169 1/2	+ 3/4
Crosley Radio	22 7/8	21 1/2	22 7/8	+ 1 1/8
Gen. Electric	56 7/8	55 1/8	56 7/8	+ 1 5/8
North American	26 1/8	26	26 1/8	+ 1/2
RCA Common	9 1/2	9 1/4	9 1/4	+ 1/8
RCA First Pfd.	70	69 7/8	70	+ 1/8
RCA \$5 Pfd. B.	(96 1/4 Bid)		100 Asked	
Stewart Warner	18	17 3/4	17 7/8	+ 1/8
Zenith Radio	37 5/8	37 1/4	37 1/4	- 1/4

OVER THE COUNTER

	Bid	Asked
CBS A	29 1/4	30 3/4
CBS B	28 3/4	30
Stromberg Carlson	13	15

New Aerogram Quarters Are Formally Dedicated

West Coast Bureau, RADIO DAILY

Los Angeles—Aerogram Corp., newly installed in specially-built quarters on Cosmo Street just off Hollywood Blvd., held open house late last week. Friday was devoted to entertaining the trade and newspapermen, following turnaway crowds of Mr. and Mrs. John Public on Thursday.

The plant is ideal from every standpoint, while the equipment is the last word, the complete installation having been made by Brainerd-Walder Co.

The executive personnel of Aerogram includes: Gordon Soule, production manager; G. Curtis Bird, business manager; Harold Soule, chief engineer; Herman Brugger, research engineer, and Odessa Ellison, casting. All are well known locally.

NETWORK SONG FAVORITES

Following is an accurate list of performances for the week ending July 10, covering songs played from 5 p.m. to 1 a.m. on CBS and two NBC networks. Only compositions played 15 times or more are included. This listing is a regular Tuesday feature in RADIO DAILY.

Selection	Publisher	Times Played
Merry Go Round Broke Down (Harms Inc.)		33
It Looks Like Rain (Joe Morris Music Corp.)		30
Where Or When (Chappell and Co.)		30
Sailboat In The Moonlight (Crawford Music Corp.)		25
The You And Me That Used To Be (Irving Berlin Inc.)		20
I Know Now (Remick Music Corp.)		19
Gone With The Wind (Irving Berlin Inc.)		18
Never In A Million Years (Robbins Music Corp.)		18
Sweet Leilani (Select Music Co.)		18
They Can't Take That Away From Me (Chappell and Co.)		18
There's A Lull In My Life (Robbins Music Corp.)		17
Toodle Oo (Shapiro Bernstein Inc.)		17
Cause My Baby Says Its So (Remick Music Co.)		16
Having Wonderful Time (Paul Pioneer Music Corp.)		16
Love Is Never Out Of Season (Leo Feist Inc.)		16
September In The Rain (Remick Music Corp.)		16
Cuban Pete (Hollywood Songs Inc.)		15

Cecil Underwood Joins Needham, Louis & Brorby

Chicago—Cecil Underwood, who is handling production of the "Fibber McGee and Molly" show on NBC for Johnson's Wax, has joined the radio department of Needham, Louis & Brorby Inc. Underwood has been in radio since 1924 and most recently was NBC program manager in Hollywood, where he handled many big shows.

J. P. Muller Dead

J. P. Muller, 63, president of the agency which bears his name, died Sunday in the New York Hospital. He is survived by a daughter, Mrs. Walter Hinton, two sisters and a brother.

Dolberg Joins Atlas

West Coast Bureau, RADIO DAILY

Los Angeles—Lou Winston, who recently disposed of his interest in Radio Recorders, Inc., to become production chief of Atlas Radio Corp., has brought Glen Dolberg, former program director of KFI-KECA, into Atlas in a production capacity to facilitate handling the heavy schedule of fall releases.

WBAL 6 a.m. Rural Series

Baltimore—WBAL now goes on the air at 6 a.m., daily except Sunday, with a new program designed for rural listeners and titled "On the Air."

Through the cooperation of the Extension Service of the University of Maryland, and the Department of Agriculture, Baltimore, the station will broadcast the latest farming information and market reports. Time signals will be given every few minutes. Weather reports and news bulletins will also be included. Transcribed music will be used as fill ins.

WFBR Makes 5-Year Deal Covering Maryland Races

Baltimore—WFBR, which formerly signed a one-year contract with the Maryland Jockey Club, has just negotiated a new deal running five years and covering exclusive broadcast rights for the running of the Futurity in the fall and the Preakness next spring. American Oil Co. has bought the Futurity and Preakness, which will be aired over the NBC-Red network.

Decision Is Reserved In Plagiarism Action

Judge Peter P. Smith of the New York State Supreme Court reserved decision yesterday in the \$50,000 suit for damages and injunction proceedings filed by Sol Rothschild against Household Finance Corp. et al in connection with alleged plagiarism by the concern's program, "It Can Be Done." Judge Smith requested Samuel J. Schwartzman, attorney for Rothschild, to file briefs by the end of this week.

Two other defendants in the action are NBC and BBD&O. All three had their own attorneys in court.

WJJD Staff Additions

Chicago—King Bard, former sales manager of Wood-Wash, Grand Rapids, is joining the WJJD sales staff. William Klinke, Harry Berg and Larry Flavin are new members of the engineering staff. Station is owned by Ralph L. Atlass.

Benny Goodman Set for Film

West Coast Bureau, RADIO DAILY
Los Angeles—Benny Goodman and his entire crew signed by Warner Bros. for next Dick Powell starring vehicle, Hollywood Hotel, with background and story woven around Louella Parsons' Campbell Soup hostelry.

COMING and GOING

JACK BENNY and MARY LIVINGSTONE sail tomorrow for their European vacation.

ERNEST LA PRADE of NBC, left Saturday for Interlochen, Mich.

ALICE HILL of Mutual's "We Are Four" leaves Chicago for a vacation in Mexico City, then to Acapulco to catch a boat for the Panama Canal en route to New York.

DIANA BOURBON, producer of the Ken Murray show, flew East over the week-end and will vacation for three weeks at Rye, N. Y.

LOUELLA PARSONS started yesterday on the first leg of a jaunt to Europe. Harriet Parsons will conduct "Hollywood Hotel" during the absence of her mother.

BILL BACHER returned to Hollywood yesterday from three weeks of sunning in Hawaii.

LEWIS ALLEN WEISS, general manager of the Don Lee chain, is in San Francisco for a few days on network business.

MRS. JOHN MAYO and daughter, JOAN, are expected back this week from a two-week stay in Washington, D. C.

MACK MILLAR leaves Friday for the Catskills.

SAMUEL J. BUZZELL, attorney for Cab Calloway and Duke Ellington, is on the Coast visiting his brother, Eddie, flicker director.

HENRY SPITZER, Chappell Music exec, is expected to fly in from the Coast tomorrow to attend the funeral services for George Gershwin, whom he was en route to visit on future plans.

ROYCE POWELL, commercial manager of WCOA, the John H. Perry CBS outlet in Pensacola, Fla., visiting New York, appeared on the Professor Quiz program as one of the contestants Saturday night.

RALPH EDWARDS, CBS announcer, will be back from his California vacation in time to resume his handling of the Horn & Hardart Children's Hour next Sunday.

ALVIN PACK of KSL, Salt Lake City, is on a New York sojourn.

JAMES D. MUGFORD, program director of WSPA, Spartanburg, S. C., has returned south after a business trip to New York.

JOHN RUNYON, manager of KRLD, Dallas, will be in town today.

JOHN E. FETZER, manager and chief executive of WKZO, Kalamazoo, is in town.

L. S. BUTLER, owner of WLS and KOY, is a New York visitor.

GEORGE D. COLEMAN, manager, and G. G. WHITE of WGBI, Scranton; FRANKLIN SCHURZ, manager of WSBT, South Bend; MARJORIE WILLIS, WTOG, Savannah, also are in town.

JOHN F. ROYAL, vice-president in charge of programs for NBC, sails tomorrow on the Normandie for a five-week business trip to Europe.

MARK WOODS, NBC treasurer, vacationing at Lake Hopatcong.

DON LOWE, LYLE VAN and FRANK CODY, NBC announcers, leave Friday on vacash.



Greetings from Radio Daily

July 13

Harry Sosnick

Phillips Lord

The Script Library
A DIVISION OF RADIO EVENTS, INC.

535 Fifth Avenue,
New York, N.Y.

A Radio Script for Every
Sustaining and Commercial Need

DISK MEN ARE INVITED TO AFM BOARD MEETING

(Continued from Page 1)

laboratories direct instead of the AFM dealing with the radio industry. Control of the phonograph records will evidently be sought through a deal with the makers, thus obviating a controversy in court with radio.

AFM officials state they will hold the Executive Board meeting in New York until the question is adjusted satisfactorily and that every effort will be made to work out an equitable deal, something that will compensate for the playing of disks alleged to be keeping musicians out of work.

Electrical transcription executives queried by RADIO DAILY declare they do not contemplate any concerted move, but will wait until AFM comes to a decision which will be national in scope, or perhaps may sit in and confer with the Executive Board if they are invited to do so.

Action at the recent AFM convention in Louisville resulted in the resolutions pertaining to control of all forms of disks being referred to the Executive Board.

N. O. Union to Examine All Recording Deals

(Continued from Page 1)

quarterly bulletin issued by the union here for its members. The rule is not an attempt to prevent the making of disks or sound films, union officials told RADIO DAILY, claiming the union had taken no such steps. It is intended to let the union examine each recording engagement to be certain that it is not violating any AFM rulings which may be made on the subject, officials said, claiming that Joe Weber had already banned the making of dance sound films which might be used in ballrooms to displace living orchestras.

WPA Historical Disks Released to Stations

(Continued from Page 1)

RCA and feature NBC dramatic talent. Distribution is handled by state divisions of the National Emergency Council.

WNEW is the only New York outlet using the recordings at present. Arrangements for the use of WNEW were completed by the New Jersey chapter of the National Emergency Council. Only request of the distributor to the station is that an announcement, about 30 seconds in all and written by local chapter, be made at some spot during the 15-minute presentations.

Donald Peterson

PRODUCING

THE ST. ANTHONY HOUR

SUNDAY, 9:30 A.M.

WHN, WIP, COLONIAL NETWORK

NEW PROGRAMS—IDEAS

Newcomer's Program Clicks

Mary Robinson, journalism student at the University of Iowa, is producing and broadcasting a 15-minute program called "The Stroller" over WHBF, Rock Island, Davenport and Moline. Program is aired Tuesday, Thursday and Saturday mornings at 9:15 and, while produced for the housewife audience, contains many features that have held the interest of all local radio listeners.

Regular program material contains shopping news, talks about hobbies and local gossip. The highlights have been produced by special interview with unusual and interesting persons; those appearing during the past week include an elevator operator, hot tamale vendor and vacuum cleaner salesman.

"The Stroller" is sold on a cooperative basis to local merchants in non-competitive lines and was entirely filled after the second week. Present sponsors include a bakery, department store, drug store, ready-to-wear shop, fish market and appliance company.

This is Miss Robinson's first experience in radio, but while studying journalism she has worked on such newspapers as the Daily Iowan, Muscatine Journal and the Tri-City Star.

Early Morning Teaser

Early tuner-inners to WTMJ, Milwaukee, these days are conjuring with the title of the new morning musical program. It's just plain "Jimmy Legs." Only a few men who know terminology on Uncle Sam's battle wagons recognize the meaning of the nickname. Curiosity of listeners is being nurtured carefully in a teaser campaign to build up immediate interest in the feature. Newspaper stories, plugs on the air and ads are

being used to sweep public curiosity to high pitch. Other WTMJ sustaining programs are being used to promote question: "Who is 'Jimmy Legs', and what does it mean?" Next week explanations on the morning program will clear up the mystery. Feature is a participating program heard daily from 7 to 8:15 a.m. It's mostly popular music, with Announcer Doc Williams at the mike giving time, weather reports, news and bits of cheer.

Fire Dept. Cooperation

Under the heading of unusual program ideas at KOBH, Rapid City, S. D., could be listed the public service rendered the fire department of Rapid City by the broadcasting of fire locations almost as soon as they are received at the fire headquarters. KOBH also cooperates with the United States Forestry Service in broadcasting directions and fire prevention warnings both to the forestry men in the field and to tourists and visitors in emergencies.

Saluting Missouri Cities

KFRU, Columbia, Mo., this week presents the first in its series of salutes to Missouri cities. Sedalia was the first city selected with Mayor Julian H. Bagby as the guest speaker. The program will highlight events in the history of the city, past and present. On July 20, the city saluted will be Boonville and Boonville's daily market reports.

KFRU's recently inaugurated service of 10-minute grain, livestock and feed reports on Saturdays at 6:20 p.m. has been very well received by farm listeners. This is in addition to Mayor, H. D. Quigg, who will be the speaker.

Tributes to Gershwin On Networks, Stations

(Continued from Page 1)

and others, presented preliminary tributes Sunday night. Last night, at 8:30-9:30, NBC offered an hour's memorial program over the NBC-Blue.

Mutual network originated a 45-minute program at 9:15 p.m. from KHK, Los Angeles, with David Broekman's 50-piece orchestra and several movie celebrities taking part.

WMCA of the Inter-City network had Eddie Dowling as emcee for a memorial broadcast at 10:30 p.m.

CBS paid tribute to the late composer in various spots yesterday afternoon and evening.

WHN, which has already put on two Gershwin programs, will stage a special memorial show tonight at 8:30 p.m. Among those who will appear on the show are: George S. Kaufman, Irving Caesar, who wrote the lyric for the first Gershwin song hit, "Swanee"; Ethel Merman and Ferde Grofe.

PROCTER-GAMBLE SIGNS TWO STARS FOR SERIAL

(Continued from Page 1)

future of radio dramatics and particularly future of Chicago, now leading the nation in sponsored daytime script shows. Miss Gish and Vermilyea are moving to Chicago immediately, taking over the roles from Olan Soule and Dolores Gillen, Radio veterans, next Monday. Show, which will expand to big network proportions shortly, will be aired from here until Vermilyea answers Theater Guild call in fall, when WOR studios will be used.

Hawkes, who is convinced daytime shows can be greatly improved by using outstanding stage names, also is negotiating to put May Robson in a network serial. Also with a half dozen other potent names of Broadway and Hollywood for additional shows.

"Couple Next Door" scripts, written by Thompson Buchanan, are to be specially drafted to suit talents of Miss Gish and Vermilyea. Hawkes, Buchanan and Stephen Gross, handling production, are all veterans of theater.

WMT's News-Getters Scoop Local Newspaper

(Continued from Page 1)

two different occasions. Purpose of the News Bureau is to cover the local situation in order to bring WMT listeners news from their own neighborhood as well as news of state, national and international import. Cox is covering a beat daily searching for news in the same manner that a newspaper covers its various news sources.

In addition to Transradio teletype service, station is now installing two short wave radios, one of which will be tuned to the local police calls and the other to the state police station. To date the venture has been most successful and it is planned to enlarge the local beat as the occasion arises.

Heavy Remote Schedule

Muncie, Ind.—With 34 remotes now scheduled each week, WLBC will add some more within the week.

10 News Periods Sold by WNEW

WNEW yesterday announced that 10 of the 20 available 15-minute news periods now for sale have been sold. Madison Personal Loan, starting July 26, will sponsor the 12:30-12:45 period Monday through Fridays for six weeks, then increase the schedule to include Saturdays. The latter contract brings the total to 52 weeks. Klinger Advertising Corp. set the deal. General Supply yesterday started sponsoring the 5:15-5:30 p.m. spot Monday, Wednesday and Friday. Warren & Arthur Smadbeck Inc. will sponsor a Saturday spot at 9-9:15 a.m. and a Sunday spot at 10-10:15 a.m. Richard Brooks will handle all programs personally.



NEW YORK'S
FASTEST
GROWING
STATION

INTERSTATE BROADCASTING CO.
730 Fifth Ave., New York

CONSOLIDATED RADIO ARTISTS, INC.

30 Rockefeller Plaza, N. Y. CO. 5-3580
CLEVELAND • CHICAGO • DALLAS • HOLLYWOOD

America's Leading Radio
and Dance Orchestras



"Sparkling Versatility"

JACK SHERR

and his

ORCHESTRA

Hotel St. Moritz, N. Y.

NEW BUSINESS

Signed by Stations

KSL, Salt Lake City

Mantle Lamp Co., Portland, Ore., starting Oct. 10; Chicago Engineering Works (air conditioning school), fall disk show; Sears-Roebuck, renewal.

KFRC, San Francisco

United Air Lines, through J. Walter Thompson, Chicago; Simmons Co., through J. Walter Thompson, N. Y.; Carter Medicine Co., through Spot Broadcasting Inc., N. Y.

WMAS, Springfield, Mass.

W. F. Young Inc. (Absorbine Jr.), West Side Arena sports events.

KSFO, San Francisco

Larus Bros. (Domino cigarettes), through BBDO, N. Y.; Carter Co. (liver pills), through Spot Broadcasting Inc., N. Y.; Baldwin Laboratories, Saegertown, Pa. (Dwin insecticide), through Young Co.; Maryland Pharmaceutical Co., Baltimore (Rem-Rel), through Joseph Katz; Lewis-Howe Co., Chicago (Tums), through H. W. Kastor & Sons; Beaumont Laboratories, St. Louis (4-Way Cold Tablets), through H. W. Kastor.

WPTF, Raleigh, N. C.

Quaker Oats, "Kaltenmyer's Kindergarten"; General Foods (Huskies); Procter & Gamble (Ivory soap flakes), Gospel Singer; Zebulon Supply Co., "The Smiling Rangers."

WGN, Chicago

Western Growers Protective Ass'n (Iceberg head lettuce), "Musical Mail Box," through J. Walter Thompson; Zephyr Cigaretts, evening time signals.

Join Guild Productions

Cleveland—William A. D. Millson, former production manager of General Broadcasting System, is now president and general manager of Guild Productions, broadcasting and recording firm with headquarters at 5209 Euclid. R. H. Austin, known to Cleveland audiences as Rocky Austin, also has resigned an advertising agency executive post to join Guild Productions as sales manager.



● ● ● Raymond Paige will replace Johnny Green on the Packard show after the present summer series is completed in Sept. If Paige is not permitted to "double" between "Hollywood Hotel" and this show, Benny Goodman will be his successor on "H. H."... Ina Claire has been signed by NBC for a series following Shakespeare... Arthur Michaud, who handles Bunny Berigan and Tommy Dorsey, has taken over the reins on Lennie Hayton... Though Life mag posed Frances Carroll (of the Carroll Sisters) in a photo series of "A Star Is Born" yesterday, it is likely that Ina Ray Hutton will remain under the Mills banner. Frances was (and still is) slated to take over Ina's band if the latter refuses to re-sign... Hearn's dept. store listened to 20 shows submitted by CBS, NBC, MBS and various agencies, planning to take to the air the 15th, but decided to stay off... Three sponsors are out-bidding themselves for the services of Jack Pearl for the fall—with the comedian determined to take the one offering the best time so as to double from George White's "Scandals" in which he'll star... A. L. Alexander was en route to the William Morris office yesterday to affix his signature on a new air deal.

● ● ● Allen Parr of the CBS offices heard about the country rubes who got skinned in the city. Being a city rube himself, Al decided to take precautions against the country skinflints when he accompanied Colonel Jack Major by motor up to the 1,000 Islands last week... At an overnite stop in a tourist camp, Al carefully tucked his wallet under his pillow... Next morning, after they were some 60 miles from the nite stop, Al discovered that he had forgotten his wallet. He phoned the camp and retrieved the money... Later up at the Islands, Allen (who had never been fishing before) made a bigger catch than Colonel Major, who brags about his angling ability, and Bob Briody of Mark Warnow's staff... "Top of the Morning", the WHK, Cleveland, rise-and-shiner conducted by Carl Mark, is followed by United Press newscasts by Guy Wallace, Mark's roommate and an inveterate sleeper. The other morning Carl asked the aid of his audience by giving them Guy's home phone number and urging listeners to get Wallace out of bed and down to the studios, if they wanted their news-flashes... Plan worked, with Wallace coming in a minute under the deadline and giving his excuse—answering the phone calls from listeners and couldn't break away until just before air time!

● ● ● The decision of Del Casino's continuance on the Woodbury show is forthcoming sometime today—he will remain!... Raymond (Harry Warnow) Scott and his Quintet have been signed by Selznick-International to appear in "Nothing Sacred"... Milton Berle will be notified later in the week that his option has been picked up by RKO for five years... Lucky Millinder goes into the State this month... Understand that Hudson-De Lange's ork is set for an N. W. Ayer commercial... Dick Himber played to 50,000 people Sunday at Manhattan Beach... Witmark will publish the Warren and Dubin score from Kenny Baker's new flicker, "Mr. Dodds Takes the Air"... Jack Benny attended the Jell-O show at Radio City on Sunday... Jack Robbins bribed Willie Horowitz with two expensive suits to come east... Bert Gordon may be with Jell-O next year... Vick Knight is going hi-brow, attending the Hollywood Bowl concerts on Friday but still longs for Lindy's cheesecake in a sotto voce manner!

★ F. C. C. ★
ACTIVITIES

APPLICATIONS RECEIVED

Young People's Assn. for the Propagation of the Gospel, Philadelphia, Penn. CP for new station. 1220 kc., 1 KW., unlimited.

J. F. Rodgers, Harlingen, Tex. CP for new station. 1370 kc., 100 watts, 250 watts LS., unlimited.

Louis P. Thornton, Baker, Ore. CP for new station. 1500 kc., 100 watts, 250 watts LS., unlimited.

RATIFICATIONS

Commission denied the motion of Power City Broadcasting Corp. to postpone the effective date for new station at Niagara Falls, N. Y.

HEARINGS SCHEDULED

Sept. 21: KVOD, Denver. CP to change freq., power and hours of operation to 630 kc., 1 KW., unlimited.

KFEL, Denver. CP to change hours of operation to unlimited. 920 kc., 1 KW.

"H'wood Hotel" Previews
Set for Aug. and Sept.

West Coast Bureau, RADIO DAILY

Los Angeles—Picture "previews" set for "Hollywood Hotel" by Louella Parsons before leaving for Europe include: Aug. 6, "High, Wide and Handsome," with Irene Dunne and Randolph Scott; Aug. 13, "One Mile of Heaven," with Judge Ben Lindsay, Claire Trevor, Sally Blane and Douglas Fowley; Aug. 20, "Dead End," Andrea Leeds and Humphrey Bogart; Aug. 27, "One Hundred Men and a Girl," Deanna Durbin and Leopold Stokowski; Sept. 3, "Mr. Dodds Takes the Air," Kenny Baker, Gertrude Michael, Frank McHugh and George Jessel; Sept. 10, "Thin Ice," Sonja Heine and Tyrone Power. Harriet Parsons will officiate during the absence of Louella abroad.

CINCINNATI

George Engelter, former traffic manager of WIRE, has joined the WCPO traffic dept.

Many of the present staff of WCPO have been transferred to Memphis where they will join WNBR. Station is soon to be on the air under the Scripps-Howard banner. George B. Hart, WCPO publicity director, is in Memphis temporarily doing promotion work. John Brakeville is doing Hart's work here until his return. Accompanying Hart are Don Paevy, announcer, Robert Knapp, announcer, and James Knox salesman.

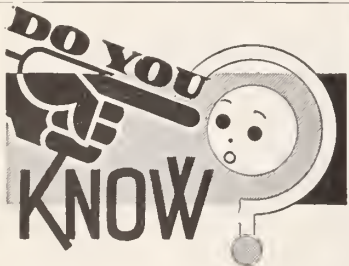
Don Paevy surprised the station by introducing Mrs. Don Paevy.

Millard Segal, former newspaperman, is the latest addition to the WCPO production staff.

Mr. Charles Craig of the San Francisco office of Radio Sales Inc. and George L. Moskovics of Los Angeles spent several days last week at WKRC in Cincinnati. They conferred with Bill Williamson, new sales manager at WKRC.

Maynard Craig of WKRC is vacationing in New York and Boston.

Leon Benson, former continuity writer for WLW, is now in Hollywood. He is preparing the fall series of programs for "Paramount on Parade."



Billy Jones and Ernie Hare's first broadcast, over WJZ, went on for ninety consecutive minutes without a script. The show wasn't even rehearsed.

WITH THE ★ WOMEN ★

By ADELE ALLERHAND

MMARGARET LIVINGSTON FARRAND, better half of Cornell's retiring prexy, who premiaired on "It's A Woman's World" over NBC July 8, will repeat July 15, the lady being under consideration for a permanent spot.... Jessie Wiley Voils, who adorned the program recently, becomes a permanent feature of it, effective July 13.... she'll be heard on Tuesdays.... Irene Rich, grande dame of radio and flickers, will live at 24 West 55th St., according to the terms of a lease just signed.... Mary Tabin, assistant Woman's Page Editor of the N. Y. Evening Post, to guest on the Vivien Shirley WNEW program July 13.... She'll relate the saga of the sob sister with Vivien, another newspaper-woman, supplying addenda.... Frances Carlon, the gal lead in "Kitty Keene, Inc.", who doubles as ingenue in "Today's Children" out Chicago-way, takes on additional dramatic responsibility as member of the "Mary Marlin" cast....

▼ ▼
Louisiana Lou, "Iowa Barn Dance Frolic" damsel, who is heard on other bits of musical Americana on the ether, has been made an honorary member of the Auxiliary of the Iowa Department of Veterans of Foreign Wars.... She assumes her obligations July 10.... "Lou" won her laurels because of faithful services to the VFW when she appeared on the Veteran's Forum broadcasts over the "Voice of the Middlewest" Wednesdays at 11 p.m.... She made personal appearances at vet's hospitals throughout the country.... Station WCKY co-operating in a big way with 91 women's organizations in the Cincinnati area, object being to publicize the 3rd biennial greater Cincinnati Woman's Exposition, to be held in the Cincinnati Music Hall, Nov. 10-17.... Come Wednesdays, beginning July 14, Mrs. Eugenia M. Thorpe, who functions as exec. sec. of the outfit, will be aired over WCKY, in earnest converse with heads of women's organizations participating in the event....

▼ ▼
Scribe Florence Daniels, addition to the WTMV script staff, East St. Louis, Ill. contributes two new shopping services for the hausfrau, one being a daily 5-minute attempt to teach the more domestic femmes about vegetables; the other, a woman's eye view of merchandise in stores as she travels about town

ORCHESTRAS - MUSIC

JACK KELLER and Ork, currently airing via WICC, Bridgeport, will be at New Kenmore Hotel, Albany, in the fall, and will be heard over NBC.

Bill Carlsen's musical outfit has been signed to appear at the Aragon-Trianon ballrooms, Chicago, with a WGN-Mutual wire, Dec. 25 to March 3. The orchestra goes touring shortly after Labor Day for MCA, playing two and three week hotel dates from Minneapolis to San Antonio and east to Buffalo.

Tony Seine and his Caballeros contribute the atmosphere of a mythical Mexican pueblito, in song and Mexican orchestrations to KFOX, Long Beach, Cal., daily except Sundays at 2:30 p.m. Tony is narrator. He and the group open the KFOX day at 5 a.m., with a two-hour program conducted entirely in Spanish.

Johnny Green and the outfit he batons will present the world premiere of music from Mary Livingstone's first flicker, "This Way, Please," on his program with Trudy Wood, Jane Rhodes and Jimmy Blair over the NBC-Red network, July 20 at 9:30 p.m. Sam Coslow, crooning composer, will talk of music and amusing incidents that marked the making of the picture, as air guest of Green and the orchestra. Jack Mayhew, sax virtuoso, will offer a solo of Jimmy Dorsey's composition, called "Beebe" and will present his own piano arrangement of "Dinah."

Clyde Lucas and the lads open at

the Boston Metropolitan for a week, beginning Thursday.

Gus Arnheim, ork leader, had the tables turned on him when Powell Clark, movie commentator on WMCA's "Grand Stand and Band Stand" program, interviewed him on that station yesterday at 3 p.m.

Dick Ballou and his CBS orchestra will open the Belmont Plaza (formerly the Montclair Hotel), playing on the Casino Roof, starting Friday evening. Ballou, a former "Roxy gang" soloist, has enjoyed a varied career in radio. This includes arranging for famous orchestras (such as Kostelanetz), for vocal groups, and at various times conductor of the Detroit and Queens Symphony Orchestras. Ballou features a sweet style of dance music, which he calls "Ballou Rhythm."

Bunny Berigan and his orchestra will be heard on the NBC "Round the World" special short wave broadcast with Tommy Dorsey and Guy Lombardo on Friday.

Morey Amsterdam and Tony Romano have had their tune, "You're Priceless," introduced on NBC Night club in Chicago a couple of weeks back, purchased by a California publisher.

Jackie Coogan and his Hollywood Orchestra, heading the "Movieland Hit Parade," CRA first unit show, start on the first leg of their journey eastward, July 15, to open their tour on that date at Kearney, Neb. They'll be heard in Kansas City, July 17; Des Moines, July 22.

Drama Talks on WGY

Schenectady—Talks by eminent authorities in theater arts will be given over WGY on Sundays during the summer through the cooperation of the Mohawk Drama Festival, now in its third summer season on the Union College campus.

Among those who will be heard on the air are Phyllis Marmein and Mary Hutchinson, dancers; Mr. John W. Alexander, who will talk on costuming; Barrett H. Clark, head of the new play division of the Dramatic Guild, Authors' League, who will talk on the theater in general; John Anderson, music critic of the New York Journal; Sheldon Cheyney, founder of the Theater Arts Magazine, who will speak on the history of the theater, and Charles Coburn, head of the professional company of actors, and director of the Festival.

Levitow's Daughter Operated On

Diana Levitow, daughter of Bernhard Levitow, orchestra conductor, underwent an appendicitis operation late last week in Stroudsburg, Pa., and is now recuperating. Levitow, who was called to Stroudsburg hurriedly, returned to New York yesterday.

Audience at Auditions

West Coast Bureau, RADIO DAILY
Los Angeles—Jack Runyan, Lord & Thomas, springs a new wrinkle in auditions for his newest brain child by inviting an audience to sit-in on the show at the CBS Vine Street Playhouse. With the show built for laughs, and Lud Gluskin and band furnishing the music, audience is encouraged to approve or disapprove frankly and spontaneously. Gluskin's numbers also being recorded and the ones the non-paying customers go for will find their way East to the agency and advertisers.

Dr. Foulkes in New Series

Dr. William H. Foulkes, pastor of Old First Church of Newark, N. J., and conductor of "Homespun" for NBC last season, will appear in a new Thursday series titled "Christ for the World Today" over WJZ starting Aug. 5 under auspices of Federal Council of Churches of Christ in America.

Good Summer Biz in Winnipeg

Winnipeg — Summer commercials are being well maintained at CKY, according to station officials, and much good business is on the way from sponsors this fall.

NEW PATENTS

Radio and Television

Compiled by

John B. Brady, Attorney

Washington, D. C.

2,085,739. Frequency or Phase Modulation. Murray G. Crosby, Riverhead, N. Y., assignor to RCA.

2,085,742. Electron Image Amplifier. Philo T. Farnsworth, San Francisco, assignor to Farnsworth Television, Inc.

2,085,743. Crystal Controlled Generator. James L. Finch, Patchogue, N. Y., assignor to RCA.

2,085,791. Heterodyne Beat Signal Limiter System. Wendell L. Carlson, Haddonfield, N. J., assignor to RCA.

2,085,798. Radio System for Locating Objects. Ernst Gerhard, Berlin, Germany, assignor to Telefunken Gesellschaft fur Drahtlose Telegraphie m.b.H., Berlin, Germany, a corporation of Germany.

2,085,838. Variable Condenser. George L. Usselman, Port Jefferson, N. Y., assignor to RCA.

2,085,843. Electric Current Rectifier Construction. Harold W. Wogard, Milwaukee, and Emil M. Kaegi, Wauwatosa, Wis., assignors to Allis-Chalmers Manufacturing Co., Milwaukee.

2,085,927. Receiving Apparatus for Communication Systems. Andrew J. Sorensen, Edgewood, Pa., assignor to The Union Switch & Signal Co., Swissvale, Pa.

2,085,928. Automatic Volume Control for Radio Receiving Apparatus. Sydney Arthur Stevens and Leslie Ernest Thompson, King's Cross, London, England, assignors, by mesne assignments, to The Union Switch & Signal Co., Swissvale, Pa.

2,086,057. Grid Controlled Discharge Tube. Hajo Lorenz van der Horst, Eindhoven, Netherlands, assignor to N. V. Philips' Gloeilampenfabrieken, Eindhoven, Netherlands.

2,086,195. Radio Receiving System. Rogers M. Smith, Merchantsville, N. J., assignor to RCA.

2,086,229. Radio Receiving System. Paul Kotowski, Berlin, Germany, assignor to Telefunken Gesellschaft fur Drahtlose Telegraphie m.b.H., Berlin, Germany.

2,086,256. Amplifying Circuit. Harry G. Cisin, Brooklyn.

2,086,271. Electron Discharge Device. Gunther Jobst and Horst Rothe, Berlin, Germany, assignors to Telefunken Gesellschaft fur Drahtlose Telegraphie m.b.H., Berlin, Germany.

2,086,331. Radio Receiver. Ralph S. Holmes, Haddonfield, N. J., assignor to RCA.

2,086,335. Ultrahigh Frequency Oscillator System. Klaas Posthumus, Eindhoven, Netherlands, assignor to RCA.

2,086,342. High Frequency Coupling System. Alfred H. Turner, Collingswood, N. J., assignor, by mesne assignments, to RCA.

2,036,382. Television Receiving Apparatus. Leslie A. Gould, Bridgeport, Conn., assignor to Radio Inventions, Inc., New York.

2,086,423. Reception of Ultra-Short Waves. Karl Kohl, Erlangen, Germany, assignor, by mesne assignments, to N. V. Machinerie-en Apparaten Fabrieken "Meaf," Utrecht, Netherlands.

2,086,465. Automatic Volume Control System. Reynolds D. Brown, Jr., Philadelphia, Pa., assignor to Philadelphia Storage Battery Co., Philadelphia.

ONE MINUTE INTERVIEW

LUCILLE MANNERS

"One of the greatest mistakes which young vocalists make is to insist on trying radio before they're ready for it. Singers should spend at least three years' of study with expert vocal teachers before they ever attempt a network debut. Some of them require even more time. A competent instructor can be counted upon to tell you when your voice is sufficiently trained for a public airing."



ERNO RAPEE's scheduled appearances at Hollywood Bowl, July 20 and 23, have been cancelled. Dates being taken over by Werner Janssen.

Kearney Walton, with his popular Backyard Astronomer talks, signed by KHJ-Mutual, Mondays 8:30-8:45. Francia White signed by Jim Fonda for guest spot on "Thrills," July 20.

Fred Allen, definitely set to sell Ipana and Sal Hepatica for another 39 weeks, is due here shortly on picture commitment with 20th Century-Fox. Also probable that "Town Hall Tonight" will originate in Hollywood when Fred resumes in the Fall.

The revived "Slumber Time" program of Lewis TeeGarden and Alice Prindle, KEHE-CRS, has revived the former tremendous audience of this popular duo if their station mail following the first program is a true barometer.

John P. Medbury now supplies Olson and Johnson with material for their new Richfield program.

Frank Watanabe and the Professor now do their stint at 6:15 instead of 8:30 as formerly over KHJ.

Lee Cooley, former KNX announcer recently returned from Europe, has joined KMPC as announcer, assistant newscaster and continuity writer.

Hal Berger, veteran sports announcer, is doing a swell job with his daily "reconstructions" of major league ball games, picking what promises to be the outstanding contest each day.

Hal Kemp's orchestra cut four new platters for RCA-Victor last week at the RCA recording studios. Hal follows George Olsen into the Coconut Grove.

Van Newkirk, KMPC program director, is taking his portable mike into the homes of movie people for informal chats on his "Stars at Home" program. James and Lucille Gleason first on the list.

Max Terr is elated over the reception given his choral group on the first voyage of the new "Show Boat."

Vic Young arranged the music and conducted the orchestra for the annual Police Show at the Coliseum.

Elza Schallert quizzes Alan Mowbray on the NBC-Blue, Friday night.

Benny Rubin and Buddy Twiss will be at the microphone when NBC broadcasts the crucial ball game between picture comedians and leading men on July 17.

KMTR premiered a new dramatic offering Sunday night, produced by Frank Ellissen, with Elsie Prescott, film character woman, heading the cast. Logged as "British Players Present", will continue all-British casts and be heard each Sunday night, 9-9:30.

Ken Carpenter, NBC announcer, gets the assignment as narrator for a series of shorts on and titled "Odd

★ Program Reviews ★

"A Tale of Today"

A popular voice will be missing from Princess Pat's "A Tale of Today" program next Sunday at 6:30 p.m. over NBC-Red network from Chicago. Joan Blaine left the cast after last Sunday's performance to head east. As the star of the serial, Miss Blaine contributed a pleasant voice, a charming personality and good acting ability to the weekly episodes of modern romance and human interest.

"Tale of Today," as a matter of fact, has had a uniformly good cast right along, and this includes the youngsters as well as the adults. Its script, too, has had generous merit in point of sustained interest, natural sentiment, human interest and heart appeal.

Gulf Summer Show

For a half-hour show, this CBS program was somewhat overloaded with guest stars Sunday night. As a result, hardly any of the talent was allotted anywhere near the time that it deserved. Kitty Carlisle, for instance, did one song and chimed in briefly on an ensemble number at the finish. Ralph De Palma, veteran auto racer, was abruptly cut short. Bert Swor and Lou Lubin, very funny blackface comics, were good for an extra few minutes. Same with Judy and the boys, a pleasing vocal combination.

If guest stars are to mean anything to a show, the routine should be arranged so as to give them the maximum instead of the minimum amount of time.

"The Counsellor"

Inaugurating a new program over WMCA at 10:45-11 a.m. on Mondays, "The Counsellor" (Morris H. Seigel, insurance specialist), who has been heard on the air for the past three years, offers advice and aid in connection with insurance policies held by the public. He is a particular foe of the "weekly premium" form of insurance policy, which he claims is lacking in actual security. He also points out harmful aspects of certain other types of insurance.

Listeners are invited to bring their policies to the offices of the Policy Holders Advisory Council for analysis and recommendations.

Don Bova

Sounding very much like the popular Nick Lucas, this singing guitarist named Don Bova, who was heard in the east yesterday at 11:45-12 noon on WHN over the WLW line from Cincinnati, provided some very

Occupations". Produced by Scientific Film and released by Paramount.

Benny Goodman and crew recorded eight popular swing numbers for RCA-Victor at the local plant.

Another switch in the CBS Shakespeare schedule reinstates "King Lear" on July 26, and moves "Julius Caesar" down the list again.

pleasant troubadoring. His crooning and guitar playing are neatly blended. Numbers offered also were well selected and matched, including "I'm Looking Over a Four Leaf Clover", "Keep Smiling at Trouble", "Take Me Out to the Ball Game", "It Looks Like Rain in Cherry Blossom Lane" and "They Can't Take That Away from Me".

Program is scheduled for three shots weekly, Monday-Tuesday-Wednesday. It should earn itself a better spot.

Briefly

The Horn & Hardart kiddies on CBS did themselves proud last Sunday, handling practically the entire hour without adult aid; emcee Ralph Edward being on vacation.

Texaco's program with Eddie Stanley, James Wallington, Pinky Tomlin, Ella Logan, Saymore Saymore, Igor Gorin and Jacques Renard's orchestra, continues to top the field of Sunday evening summer shows, and some others as well.

Howard Phillips, baritone, caught last Friday at 6 p.m. over CBS, sounded like there are good things ahead for him.

Mary Martin subbed for Virginia Verrill, who was busy film-making, last Saturday afternoon in a quarter-hour of vocals over CBS, and did a right good job of it.

Eve Casanova, whose schedule on WMCA has been increased to three a week at the new time of 10:15-10:30 a.m., gives one of the most interesting chats on charm heard over the air. Embracing personality, dress and makeup, Miss Casanova's talks are the authoritative discussions of a woman who knows her stuff.

Louis Katzman's quarter-hour of all-waltz music, which made its debut yesterday at 1:15-1:30 p.m. over WINS-N. Y. Broadcasting System, was very soothingly pleasing. The "Four Men in a Groove" musical program which followed Katzman provided contrasting entertainment, also good.

Margie Ann Knapp, 12-year-old singer, making her network debut yesterday with Colonel Jack Major on his CBS variety program, performed like a seasoned trouser and sang herself into an encore. Margaret McCrae, Russell Dorr and the Dalton Boys also on the entertaining program, for which Freddie Rich's orchestra supplies the music.

Highlight on Chamberlain Brown's always colorful and interesting program of Broadway personalities over WMCA yesterday afternoon was Fay Marbe, who has a radio voice and personality that ought to be on the air regularly.



WAAF's Breakfast Express for Morris B. Sachs' Credit Clothiers started its 500th run at 7:30 a.m. yesterday. Kennedy Nelson is engineer and Del King conductor (announcer).

Local Loan Company has signed Warren Brown, Herald Examiner sports editor, for new daily series to precede Kellogg Baseball broadcast on WJJD. Brown broadcast the All Star game from Washington last week for NBC.

For the first time since Wayne King has been playing the Lady Esther series the program has a regular vocalist, Bob Hanon, formerly with Bob Hanon and Henry Busse's orchestras. Hanon also served on staff of WGN.

Ed Wood, WGN commercial manager, back from business trip to New York.

Gale Page, NBC songstress, in auto smash-up on Sheridan Road but escaped serious injury.

Transcriptions are being made at WJJD of all studio presentations so that performers may have chance to study their work.

Kay Kyser and his crew, who wind up their Mutual Willys Surprise Party on July 25, open at the Blackhawk restaurant in October for the fall and winter. Joe Sanders, now there, goes to the west coast.

Dick Jurgens will open at Trianon ballroom on July 31 for four weeks. Spot with a WGN-Mutual wire.

John McCormack, WBBM announcer, has a new transport pilot's license. He is teaching Jay Simms, announcer, and Floyd Jones, engineer, to fly.

LOUISVILLE

Sam Silverstein is the new head of WGRC sales and promotion department. Silverstein was recently a film salesman, and prior to that was with WOWO, Fort Wayne, Ind.

June Coulson is doing a sustaining over WGRC under title "Irene of the Ivories." Claims to be world's fastest pianist, and formerly aired over WTAM, and NBC and CBS networks. Credo Harris, general manager WHAS, has returned to his desk after a six-weeks absence.

Carl Neilson, WHAS technician, back from vacation in Mexico. Earl Holmund, embarked on a fishing trip, to Pelican Lake, Minn. Bill Bryan, announcer, spending his vacation in Florida.

Belmont Doubles Sales

Belmont Radio Corp. reported net sales of \$2,308,245 for the first six months of this year, against \$1,227,895 in the same period of 1936. Net sales for June totaled \$491,710 against \$347,182 a year before.

PROMOTION

Splurge on Boake Carter

KRNT, Des Moines, has gone in for quite a splurge of promotion on the new Boake Carter series, devoting all its street car cards of the week to the one personality, plugging him on numerous billboards and automobile seals and sending folders devoted to the program to leading business men and agencies. KRNT ties up the show with the fact that Carter's quarter-hour commentary is preceded by five minutes of baseball scores and ten minutes of Ben Hardman's spot news, giving listeners a complete half hour of editorial balance.

WBAL Area Comparison

WBAL, Baltimore, is using an attractive full page promotional advertisement in Baltimore, official publication of the Baltimore Association of Commerce, in which the station features its activities in comparison with the famous Chesapeake Bay. It points out among other things that the Bay and its adjacent tidewater areas serve more than 2,600,000 persons, while WBAL, in its primary area alone, serves 3,836,000.

WAIM to Give Scholarships

Anderson, S. C.—Two thousand dollars in scholarship assistance to the 16 winners of Radio Station WAIM's School of the Air Contest will be awarded at the dedicatory program when the station joins the CBS network on or shortly after July 18.

Winners from Anderson and surrounding counties in South Carolina and Georgia will receive this valuable assistance to aid them in completing college courses at nine of the leading educational institutes of the Southeast.

"Don Winslow" Folder

NBC has put out a folder on "Don Winslow of the Navy," navy serial, which gives the results of recent mail requests. In response to five announcements, the program received the signatures of 69,000 listener votes for the program. Response was 36.4 per cent from boys; 35.8, girls; 24.4, adults, and 3.6, club groups. Only three persons criticized program adversely. "Don Winslow" also is a newspaper cartoon strip.

WHBF Softball Tournament

Having had excellent success with the softball tournaments it promoted last year, WHBF of Rock Island, Davenport and Moline will sponsor another event of this kind in August on the Rock Island ball field. It is expected to attract at least 30 amateur teams from the Tri-cities and surrounding communities. Tournament is under the direction of Ivan Streed, production manager.

RADIO PERSONALITIES

No. 49 in the Series of Who's Who in the Industry

JEAN GROMBACH has been associated actively with the creation, direction and production of radio programs for the last eight years. Although originally an engineer and a West Point graduate, his abilities as a writer and showman were soon discovered and, after a few years' apprenticeship, he became a program director in charge of all production of the Judson Radio Program Corp., supervising at one time as many as 16 major network programs a week. He also served as electrical transcription specialist for CBS.

In 1931, Grombach took over the program and recording studios and the personnel which had formerly been the Judson Radio Program Corp. The new organization, Grombach Productions Inc., is now one of the three leading independent program producing organizations and have created and been associated with many of the outstanding programs on the air. Grombach has personally directed or produced coast-to-coast feature programs for B. F. Goodrich Co., Coty Inc., Gillette Safety Razor Co., Tom Houston Peanuts, Continental Oil Co., Health Products, Philco Radio, Vick Chemical Co., etc. Grombach Productions produced 11 programs a week during the past Fall season. In addition, Grombach has an electrical transcription company which produces, manufactures and distributes recorded programs, and an instantaneous recording company.



West Point graduate who preferred radio parade...

12-Year-Old Conductor

Kansas City, Kas.—A 12-year-old local musical prodigy, Arthur Cook, conducts a Junior Symphony Orchestra in broadcasts presented by KCKN each Wednesday evening.

The orchestra, composed of 32 boys and girls whose ages range from 7 to 13 years, is sponsored by WPA under the supervision of Milan Mahale. It is believed to be the only orchestra of its kind under WPA in the United States.

Game Carried 63 Miles to WSPA

Spartanburg, S. C.—Interest in local American Legion's baseball games is running so high that Cherokee Nehi Co., sponsoring the broadcasts over WSPA, went the limit and paid for broadcasting of the game from Anderson, S. C., a distance of 63 miles. Stanton Dixon is the mike-man, assisted by Jimmy Coggins and Richard Pattison.

WHBF Juvenile Orchestra

Rock Island, Ill.—A 12-piece juvenile orchestra, limited to youngsters under 12 years of age, is being organized by WHBF to play on its "Juvenile Theater" program, aired Saturdays at 10:30-11 a.m. Bobby Rolfe, 14-year-old emcee of the show, will direct the orchestra.

WHBF has played up children's shows for a number of years and has brought out some excellent talent.

Dedicate Gulf Radio Studio

Ft. Worth, Tex.—WBAP fed three programs out of the new Gulf Radio studio at the Fort Worth Frontier Fiesta on opening night last week. Ceremonies were broadcast by WBAP and other stations. Amon G. Carter, head of WBAP and other Carter Publication stations, was principal speaker and emcee. Paul Whiteman and his orchestra and Everett Marshall furnished musical part of program.

Soap Box Derby on NBC

The running of the 1937 All-American Soap Box Derby on Aug. 15 will be described over the NBC-Blue at 1:30-2 p.m. and 6-7 p.m. Program will originate from Cleveland. Graham McNamee and Tom Manning will be at the microphones.

Event is staged annually under the sponsorship of Chevrolet Motor Co. More than 120 boys will compete.

Pantry Girl on WHK

Cleveland—WHK today will broadcast songs and an interview by Henrietta Koscianski, young hotel pantry girl who is credited with discovering the identity of Robert Irwin, triple murder case prisoner. Miss Koscianski plans a career as a radio artist. She is just back from a New York visit.

School Radio Network

Cleveland—With a grant of \$42,600 from the General Education Board, a Rockefeller institution, the Cleveland Board of Education will build a short wave network with a central studio and 150 receiving units to conduct educational activity in schools by radio.

Add Names to "Twelfth Night"

A cast of prominent stage and screen stars including Erin O'Brien-Moore, Spring Byington and George E. Stone, will support John Barrymore and Elaine Barrie in "Twelfth Night," the fifth in NBC's streamlined Shakespeare cycle next Monday at 9:30 p.m. over the NBC-Blue network. Dual roles will be played again by Barrymore.

Of, For and By Women

KCKN presents a program each Tuesday afternoon at 2:30 arranged especially for women and produced and presented by women. The program is called "Feminine

Viewpoints

Radio's Amazing Growth Cited by Pioneer Comics

"There isn't an industry in all history that had as fast a growth as the radio industry. In a few years, the squawling youngster that was broadcasting has grown into a strong and healthy adolescent that shows real greatness even before it has achieved its full maturity.

"When we first broadcast in 1921 over WJZ in Newark, we did so as a lark. A friend of ours who managed the studio, (he was the announcer, technical supervisor and major domo all rolled in one) asked us as a favor to deliver a broadcast for him. We didn't even bother to prepare material; we just arrived at the studio, went on the air, broadcast for ninety minutes and revelled in the newness of it all.

"Since those days, broadcasting has become the medium from which entertainment-loving Americans achieve at least 50 per cent of their relaxation. We have seen the swift transition from programs of indeterminate duration, with material unprepared and carelessly arranged, into shows which rival the beat any other medium offers. We have watched its technical growth from the crystal set, to the awkward battery set to its present stage, with practical television in the offing."—BILLY JONES and ERNIE HARE.

Studio Audiences Creating New Hazards for Announcers

"The vogue of the large audience studio has created a new hazard for the radio announcer. In the days of the closed studio, the personal appearance of the announcer was of no importance. But now it has become very important. A sponsor whose program is being broadcast before a large audience must be careful to select an announcer whose appearance will lend some degree of weight and authority to the message he delivers concerning the product. If the announcer looks too young, for instance, or if his appearance in any other way strikes an incongruous note it will tend greatly to lessen the effectiveness of the announcement as a selling agent.

"Of course, no announcer can sell all types of products anyhow. That is, no announcer can adapt his voice and style of delivery to suit the different requirements of an infinitely varying line of products. A man who does a fine job of announcing for one sponsor may do a very indifferent job on another program where the product to be sold is of a kind unsuited to that particular announcer's style. That is why it is vitally important for a sponsor to exercise the utmost care in selecting an announcer for his program."—DICK WELLS.

Fancies" and includes fashion news, "who's who" among women in the news, a dramatization of a new picture and romantic music.

SAN FRANCISCO

KJBS Notes: Jim Cosgrove, salesman, resigned for a fling at the agency angle . . . Fred Henry, formerly KNX, joined staff as announcer-producer . . . Mort Werner, "singing announcer," back from a Hollywood vacash having guested on several stations there—a mikeman's holiday.

Zarova, NBC's dark-eyed Russian soprano, back to work Sunday after a brief vacation while "California Concert" was off the air.

KFRCapers: Ward Ingram, sales mgr., at Smith River, Ore., with rod and reel . . . Enes Canata, office mgr., vacationing in Canada . . . Bill Davidson off for a week in Seattle and the Northwest, with Walter Guild emceeding his "Contrasts" show.

Ned Tollinger, emsee of NBC's "Carefree Carnival," headed for L. A. Saturday for a five-day vacation.

Dr. Lawrence L. Cross took his wife and six children to Pinecrest in the Sierras yesterday. Archie L. Presby is subbing for him on NBC "Cross Cuts from the Log o' Day."

More NBC Notes: Beryl Cameron will sub for Betty Kelly's warbling on "Magazine of Air" latter part of month . . . Dick Newton, whose last commercial program was Friday night, to be retained as a staff sustainer . . . Lillian Collins is the new nurse in "Dr. Kate." . . . Lucille Squires doing hillbilly singing on "Marshall Maverick" show . . . Charles Hart, musical director, handled one of Meredith Willson's TC shows Tuesday when Willson was in H'wood.

Walter Baker, NBC personnel manager, and Sidney Dixon, sales chief, up here over the week-end.

Leon Churchon, KYA program mgr., flew down to L. A. Saturday so that Southern California lads could try out as announcers on the "Microphobian" show, amateur annoc'r program.

After the broadcast of July 19, the popular "House of Melody," featuring the music of Meredith Willson and the commentary of John Nesbitt, fades. Bank execs said to be overly interested in the new Sam Hayes news broadcast they are sponsoring and so are letting "Melody" slide. Willson, too, is now on the new "Show Boat."

Ken Burkard, announcer, has taken over "Speed" Riley's midnight show on KLS called "The Padded Cell" which hits the lanes between 12 and 2 a.m.

Wilbur Eickelberg, KFRC station mgr., back from a trip east.

Human Fly Trap

Dayton, O.—Ron Gamble, WHIO announcer, is now tagged the human fly trap. It came about in this manner. While reading an announcement, Ron paused to take a breath—and into his mouth a little fly flew. Fortunately the control operator cut the mike, while Gamble amid gasps, gulps and chokes turned pale green. The fly was finally extracted.

★ Coast-to-Coast ★

DWIGHT BUTCHER, formerly of WHAM, Rochester, N. Y., and his wife, Charlotte, have been added to the Iowa Network artists staff in Des Moines and are featured daily over KSO in a hillbilly program.

"The Fiddlin' Sheriff," George Morris of the Rural Ramblers, KFRU, Columbia, Mo., is taking his first vacation from the air in six years. Emmett Heath, also a hillbilly fiddle virtuoso, is taking his place on the Farm and Home Hour and "Unhitchin' Time."

WHO, Des Moines: Dick Anderson, announcer, is in charge of production on WHO Playhouse during Donald Thompson's two-week absence . . . Dorothy Osborne of the secretarial staff left Saturday on vacation.

Owen McCullough of WSPD, Toledo, on a camping vacation in northern Mich.

At WCAE, Pittsburgh, Nancy Martin has a birthday this week; Dorothy Delvin had one last week, Polly Malone added a year Sunday, while Carl Dozer celebrated earlier in the month.

L. F. Rayburn, member of the WMT (Cedar Rapids) sales staff, is busy passing around cigars and candy these days. Reason: Doc is the proud father of a baby girl born at the local hospital. Both mother and daughter Karaen are reported doing well.

WSPA, Spartanburg, S. C.: Bob Wallace, chief engineer, and his bride (the former Bernice Highsmith, WEED pianist) are back from a short honeymoon . . . Bill Steadman, versatile announcer, vocalist and control operator, leaves July 15; he goes to Wilson, N. C. . . . James D. Mugford, program director, spent the past week in New York on business, and it's suspected he took in the All-Star ball game in Washington . . . Mother of Boyd Stanton, newest control operator, was stricken with paralysis about a week ago, and entire WSPA staff is pulling for her.

Vincent Callahan, salesman at WICC, New Haven, has joined the City Club of New York.

KSL, Salt Lake City: Harry Clarke and Gene Halliday have finished cutting a series of disks for use on KLO Ogden . . . While Alvin Pack is visiting New York, where he continues to prepare scripts for his three radio series Glenn Shaw will produce . . . Gladys Wagstaff Pinney, prolific play writer, has sold 16 more scripts by Radio Writers Laboratory.

Margaret Lenhart, singer at KOL, Seattle, is recovering after a month's illness.

Oliver Edwards, tenor, formerly with "Carefree Carnival," Jack Meakin's orchestra and Meredith Willson's orchestra, has been signed by Carvel Craig at Starlite Gardens, Hotel Utah, Salt Lake City.

George Comte, WTMJ, Milwaukee, announcer, spent the week-end with his parents at Marinette, Wis., where they celebrated their 25th wedding anniversary.

Roy and Ken Schermitzler, entertainers over WTAQ, are appearing nightly except Monday at the Conway Hotel bar, Appleton, Wis.

Southern Radio News, fan weekly published in Birmingham, is conducting a circulation drive tied up with a contest in which there will be four scholarship awards to Birmingham education institutions as the grand prizes.

Paul Lucas' five-minute show, "Behind the Headlines," via WTIC, Hartford, Conn., has been extended to 15 minutes.

Personnel additions at WHTT, Hartford, Conn., include: Robert B. Cronin, formerly at New Britain's WNBC, as announcer; Joe Makora of East Hartford, formerly at WATR, Waterbury, at the controls; and Mary O'Keefe, sis of NBC's Walter, as sec to Manager Cedric W. Foster.

Wayne Henry Latham, program director at WSPR, Springfield, Mass., is spending two weeks, Hamarock Beach, Scituate Mass., with the Missus.

Dad and Jean (Sidney W. Ashe and daughter Jean) will inaugurate a new series over WSPR, Springfield, Mass. They have been five years on WGY, which will be continued.

Compinsky Trio have been set by CBS to start a new chamber music series from 11:30 a.m. to 12 noon on July 17. Musical organization now heard in that spot has been moved to Wed., 3:45-4:15 p.m.

Lou LaHaye is first WICC (Bridgeport) announcer to go off on vacation and Irving Friedberg, former WICC-er, is being added to the staff for relief schedules.

Brace Conning, stage director, now with the Post Road Theater summer group at Madison, Conn., will give a summer series on WELI, aided by members of the cast, presenting short sketches which were formerly heard on WOR-Mutual. The series will be for 13 weeks, on Wednesdays at 7:45 p.m.

Ray Bobbs, who used to be on the office staff of WCAE, Pittsburgh, did a bit of pinch-hitting for Bill Thiemann while latter vacationed.

KANSAS CITY

Linwood Ice Cream Co. has again increased time on WDAF to six programs each week.

R. Gardner Reames, Jr., WDAF commercial representative and his family left Sunday for a vacation in Colorado.

Martha Spaulding, secretary to H. Dean Fitzer, WDAF g.m., is in Colorado on vacation.

Jimmie Sams, recent addition to the KXBY announcing staff, is getting ready for television by taking a course at First National Television in spare time.

Bruce Robinson, KXBY's chief announcer, is leaving for a two-week vacation while two KCKN staff members, Kenneth Young, announcer, and Virginia Wallace, publicity head, also are away from their duties for short vacations. In addition, Ruth Royal, KCKN musical director, leaves July 15 for the west coast for a rest.

The polo match broadcast over KMBC from the Country Club field recently was not exactly the first airing of polo in this area. Back in April, KCKN broadcast an indoor polo game from the Horseshow & Sportsmen's expo at the American Royal Arena.

Lunt-Fontanne Cold to Radio

West Coast Bureau, RADIO DAILY

Los Angeles — Alfred Lunt and Lynn Fontanne reported to have turned down Danny Danker's offer of 15 grand for 15 minutes on a J. Walter Thompson program. Also thumbs-downed a CBS offer to do Shakespeare. Famous duo appearing locally in "Amphitryon 38" at the Biltmore.

WMCA
NEW YORK'S
OWN STATION

leads in
PROGRAM
PLANNING

AHOY, SHIPMATES!

GOOD-NIGHT-GOOD-BYE

Barnacle Bill

8-8:15 A.M.



RADIO DAILY

Serving the Better Interests of Commercial Radio and Television



VOL. 2, NO. 9

NEW YORK, N. Y., WEDNESDAY, JULY 14, 1937

FIVE CENTS

Football Time Is Bought

BULK OF NETWORK BIZ DRAWN FROM SIX FIELDS

Breakdown of NBC and CBS gross revenue figures by industries for the first six months of 1937 shows that the networks derived the bulk of their receipts from six fields—automotive, cigarettes, drugs and toilet goods, petroleum products, laundry soaps and household supplies, and foods.

Five of the six industries each spent over the million mark for time
(Continued on Page 5)

Ina Claire, O. Perkins In Three Plays for NBC

Ina Claire, assisted by Osgood Perkins, will appear in three one-hour plays for NBC, to be heard on successive Sundays at 8-9 p.m. over the NBC-Blue network starting July 25. Initial drama will be Sardou's "Madame Sans Gene."

Rogers Peet Taking Air With Heatter Exclusive

Rogers Peet Co., men's stores, on Aug. 30 will start Gabriel Heatter in a new series of news commentator programs over WOR, Mondays through Fridays, 9-9:15 p.m. Curt
(Continued on Page 8)

Harold E. Smith Injured

Albany—Harold E. Smith, general manager of WOKO and WABY, is recovering from injuries received late last week when his monoplane, bought only three days before, cracked up near his summer home at Clarksville. A bad cut over the right eye and a deep gash in the back of his head were among the damages.

Remote Remotes

Philadelphia — WIP is going strong on long distance remotes, with one now that sets something of a record. Over 100 miles from the studio, WIP is picking up the Sunday religious program conducted by Rev. Percy Crawford at Pinebrook, East Stroudsburg, Pa. Also carries dance remotes from Wildwood, N. J., over 90 miles away.

Doubling—and How

Chicago — Jack Brinkley of WBBM's Kitty Keene Inc., besides being announcer for the show, is now playing the part of an announcer also in a radio sketch within the broadcast. In the story he also plays an amateur detective trailing dope smugglers. Then, with a facility known only to radio, he becomes a henchman of the smuggler and in this crook role vows to get the interfering announcer. Brinkley fears he may wake up some morning and find that he has murdered himself.

AFM IS TIGHTENING UP NON-MEMBERS IN RADIO

Local 802 of the American Federation of Musicians is tightening up on non-member percentage of concert and chamber music artists permitted to engage in radio work. Notice to this effect has been sent out by
(Continued on Page 2)

VanCronkhite Associates Adds Five to Personnel

Jane Faunce, former national AAU and Olympic diving champion, has signed with the VanCronkhite Associates Inc. radio news feature director
(Continued on Page 2)

Equity to Join ET Fight; Organization Group Named

Bill Lewis May Succeed Bacher on "H'wood Hotel"

Bill Lewis is understood to be set to succeed Bill Bacher as producer of "Hollywood Hotel", Campbell program on CBS. Bacher resigned. Martin Gosch also has been rumored as likely for the post. Ken Niles and Raymond Paige will produce tomorrow's show, on the coast.
(Continued on Page 8)

Atlantic Refining Co. Picks 64 Stations for Eight to Eleven Inter-Collegiate Games to be Aired in Fall

TRANSRADIO CONTINUES PROGRAM OF EXPANSION

Transradio Press Service is continuing its expansion program, with several important announcements pending during the next week or 10 days. Apart from new station subscribers, Transradio is adding new statewide news circuits in at least two states.

WCKY, Cincinnati, inaugurates Transradio News tomorrow, having contracted for full leased wire service as part of its buildup in connection with its increased power. Sev-
(Continued on Page 2)

Three Judges Are Named For Neb. Ascap Hearing

Omaha — Three federal judges, Archibald K. Gardner of St. Louis, T. C. Munger of Lincoln and J. A. Donohoe of Omaha, will sit in Omaha federal district court Sept. 11 to hear the suit filed by Ascapi to test constitutionality of the state law barring the society in Nebraska.

"Goldbergs" Returning

Procter and Gamble yesterday signed Gertrude Berg to a five-year contract to write and act in a revival of "The Goldbergs." Programs will begin over an NBC network Sept.
(Continued on Page 8)

Philadelphia—Atlantic Refining Co. has purchased time on 64 stations in 50 cities located in 13 states for inter-collegiate football games to be aired this fall. Each station will broadcast from eight to 11 games during the season, most of them on Saturday afternoons. Final arrangements with the colleges included in Atlantic football broadcasts and the list of games to be broadcast have not as yet been completed, it was
(Continued on Page 8)

LANNY ROSS WILL HEAD NEW PACKARD PROGRAM

Arrangements were completed this week whereby Lanny Ross becomes the singing star of the new Packard Motors program starting Sept. 7 over the NBC-Red net on Tuesdays at 9:30-10:30 p.m.

Fred Astaire, who started in the series which ended last month, is understood to have decided to confine his activities to films, feeling
(Continued on Page 2)

Charlie Garland Named Aide to Ralph Atlass

Chicago—Charlie Garland, veteran WBBM program and sales executive, has been appointed assistant to Ralph Atlass, president of WIND, effective Aug. 1. This makes the second man taken by Atlass from his brother Leslie of WBBM-CBS. Wythe Walker joined WIND sales staff last week.

Early Birds

Kansas City—In order to make their weekly broadcast on KMBC at 6:30 a.m., the four members of Miami Valley Hound Dog Band—who are genuine dirt farmers living 70 miles from here—must get up at 2 a.m. After doing their farm chores, the crew of jerk-water jammers drive in. George Christopher heads the group, which has made quite a hit with ruralites.



Vol. 2, No. 9 Wed., July 14, 1937 Price 5 Cts.

JOHN W. ALICOATE : : : Publisher

DON CARLE GILLETTE : : : Editor

MARVIN KIRSCH : : : Business Manager

Published daily except Saturdays, Sundays and Holidays at 1501 Broadway, New York, N. Y., by Radio Daily Corp. J. W. Alicote, President and Publisher; Donald M. Mersereau, Treasurer and General Manager; Chester B. Bahn, Vice-President; Charles A. Alicote, Secretary; M. H. Shapiro, Associate Editor. Terms (Post free) United States outside of Greater New York, one year, \$5; foreign, year, \$10. Subscriber should remit with order. Address all communications to RADIO DAILY, 1501 Broadway, New York, N. Y. Phone Wisconsin 7-6336, 7-6337, 7-6338. Cable address: Filmday, New York. Hollywood, Calif.—Ralph Wilk, 6425 Hollywood Blvd. Phone Granite 6607.

Entered as second class matter April 5, 1937, at the postoffice at New York, N. Y., under the act of March 3, 1879.

FINANCIAL

(Tuesday, July 13)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Am. Tel. & Tel.	169 1/2	168	169 1/4	— 1/4
Crosley Radio	22 3/4	22 3/4	22 3/4	— 1/2
Gen. Electric	56 7/8	56 1/8	56 3/8	— 1/2
North American	26 1/8	25 1/4	25 1/4	— 7/8
RCA Common	9 3/8	9 1/4	9 1/4	—
RCA First Pfd.	70	69 1/2	69 1/2	— 1/2
RCA \$5 Pfd. B	(100 Bid)	110	110 Asked	
Stewart Warner	17 3/4	17 5/8	17 5/8	— 1/4
Zenith Radio	37 1/4	36 5/8	36 7/8	— 3/8

NFW YORK CURB EXCHANGE

Hazeltine Corp.			
Maestic	3	3	3
Nat. Union Radio			

OVER THE COUNTER

	Bid	Asked
CBS A	29 1/2	31
CBS B	29	30 1/4
Stromberg Carlson	13	15

Music Publishers Submit Memo for Songsmiths

Final memorandum agreement submitted by the publishers to the Song Writers Protective Ass'n agrees to give the writers 50 per cent of the proceeds of electrical transcription and motion picture synchronization rights, less small administration fee, but continues to demand that Article XI of the APA by-laws be expunged from the contracts.

This is said to be the only basis upon which the publishers will do business and, on the other hand, the SPA declares its sole intention in the first place is to carry out the provisions of the article in question, which states that the rights of a song be vested in the writer and not the publisher. Definite agreement or war between writers and music publishers without movie affiliations, is expected by the end of the week. All other items have been ironed out.

RALPH KIRBERY

"The Dream Singer"

MANAGEMENT
WILLIAM MORRIS AGENCY
BILL MURRAY

Greensboro Newspapers Play Ostrich to Radio

Greensboro, N. C.—Denied even the mention of its name in daily newspapers of its home town, WBIG here has developed some novel and effective ways to get publicity other than over its own air lines. The newspaper antagonism to radio has gone further in Greensboro, perhaps, than in any other city of 70,000 or more in the nation. It has gone so far, in fact, that in news columns of the News and Record, morning and afternoon sheets, published by the same concern and having a monopoly on the daily field, the word "radio" is not mentioned. Even when the President of the United States is addressing the nation, reviews of his speech are made without a syllable to indicate the address was made over the air.

Holding that "a picture is worth a thousand printed words", Edney Ridge, manager of WBIG, has tackled his publicity problem along that line, and in handsome frames, four by six feet, he has placed autographed prints of his local and CBS stars. With suitable placards, scores of these miniature galleries have been placed in public buildings, art centers, schools and colleges, department stores, radio stores, other cooperating business houses, weekly newspaper offices in the section, elsewhere.

If the daily papers won't cooperate in mutual publicity, the weeklies will, says Ridge, and tells of WBIG's "Good Neighbor" program in which 23 weekly, semi-weekly, and tri-weekly papers in WBIG's territory take active part in and give consistent public attention to WBIG "Good Neighbor" broadcasts twice each week, at 5 p.m. on Tuesday and Friday. The program material is rich with facts and fancies about the cooperating newspapers and the small towns and cities where they are published. By system of rotation, each burg is brought into the spotlight with its newspaper, and by the same plan WBIG is kept in the spotlight in the news columns of the smaller papers.

The "Good Neighbor" program is adaptable to special occasions, however. WBIG boosted heavily in a recent clean-up week in Leaksville, town of 3,000 or more some 25 miles from Greensboro. The Leaksville News, weekly, publicly acknowledged the service done by the station. The program is likewise tied in with public ceremonies, building dedications, airport openings, etc.

Constance Hope Opening Branch Office on Coast

Constance Hope Associates, public relations firm headed by Constance Hope, is opening a west coast office in association with Henry C. Rogers. The new branch, located in Beverly Hills, will be known as Henry C. Rogers and Constance Hope Associates Inc.

A. F. of M. Tightening Up On Non-Members in Radio

(Continued from Page 1)

William Feinberg, 802 Secretary, who wrote all network and station contractors in the local's area. The tighter restrictions concern sustaining programs only, since commercials are on a different basis.

Communication reads, in part, that all instrumentalists such as soloists, artists or musicians playing in concert ensembles or chamber music quartets must either be members of 802, or, if not already members, must receive special permission to render any broadcasts.

Understood that, in addition to out of town local members, some allowance has been made for music students to participate on sustaining programs, such as the WOR Symphony, conducted by Leon Bazin.

VanCronkhite Associates Adds Five to Personnel

(Continued from Page 1)

vision to do a woman's feature, "The Weaker Sex." Miss Faunce, who gave up her amateur championship to turn professional, will be located in the Chicago offices of VCA.

Understood also that Joe Tinker, of Tinker-Evers-Chance baseball fame, is also in the VCA fold along with Johnny Evers.

The VCA Chicago regular editorial staff has added Phil Ray and Virginia Cook of Iowa. Joe Weston of Denver has come in to take trick on the VCA copy desk.

All radio news features are being handled at the Chicago VCA offices. The New York offices are being used solely for sales and news counseling representation.

Lanny Ross Will Head New Packard Program

(Continued from Page 1)

that he cannot do justice to both screen and radio at the same time.

Packard's fall series will originate in Hollywood. Orchestra and remainder of the talent has not yet been set. Johnny Green's orchestra, which provided the background for Astaire and is now carrying on with Packard's summer show, will not be in the new fall lineup, however, due to other commitments.

Young & Rubicam Inc. is the agency.

Sylvia Press in Continuity

Sylvia Press, former WINS publicity head, has been transferred to the continuity department and will act as assistant to Ed Cleland. Miss Press was succeeded in the press department by Harry Albus, former assistant to Dinty Doyle, radio editor of the New York Journal.

COMING and GOING

BENAY VENUTA has booked passage on the S. S. California sailing from San Francisco to Panama Aug. 1. From there she goes to Tahiti.

HERBERT WESTON, president of Aerial Publicizing Inc., sails today for an extended tour of Europe, visiting the Television exhibition and convention in London.

BILLY KNIGHT, salesman for WTMV, East St. Louis, Ill., and MRS. KNIGHT are vacationing in Miami.

COLE FORTER and ED SULLIVAN with MRS. SULLIVAN sail today for Europe aboard the Normandie.

JOSEPH COHEN, vice-president of General Foods, is another Normandie passenger.

BILL BURTON is back at his desk after a trip to Boston.

JEAN GROMBACH sails today for Europe. JOHN MAYO leaves Friday for Washington. BARRON COLLIER and MRS. COLLIER sail today for Europe.

RALPH HAYES, vice-president of the Coca Cola Company, leaves today for Europe.

LIONEL MAPLESON of the Metropolitan Opera Co. sails on the Aquitania today.

ABE SCHECHTER, NBC director of news and special events, is off to Newport, R. I., and Boston, last night.

HARRY TRENNER, CECIL MASTIN, LESTER GILBERT, commercial manager, station manager, chief engineer, respectively, all of WNBC, Binghamton, are in town.

FRANCIS BARTON, radio time buyer, N. W. Ayer & Son, to home office in Philadelphia yesterday.

O. B. HANSON, NBC chief engineer, off on his vacation this Saturday.

FRANK M. RUSSELL, NBC-Washington vice-president, returned to Washington today.

JOHN H. BACHEM, NBC sales, left for Detroit last night on business.

JOHN VANCROKHITE of VanCronkhite Associates Inc., Chicago, delayed his latest trip east and now contemplates the hop this week.

RAYMOND SCOTT and his rhythm quintet left yesterday for Hollywood.

Transradio Continues Program of Expansion

(Continued from Page 1)

eral Canadian subscribers will also be announced shortly by Transradio.

Other lines of expansion, such as facsimile and recorded news features, will develop shortly, particularly the latter. Disk features will have new and separate quarters, probably in the RCA building, within the coming month. Facsimile activity will follow in later.

In Cincinnati, Transradio enters the field against four United Press outlets, WLW, WSAI, WCOP and WKRC.

Bobby Crawford Ill

Bobby Crawford, music publisher, was found unconscious in his room at the St. Moritz yesterday and was rushed to Medical Arts Hospital. Mrs. Crawford on the Coast, was informed by Crawford's business associates.

BILL ELLSWORTH

RADIO TALENT

75 E. WACKER DRIVE
CHICAGO, ILL.

NEW PROGRAMS—IDEAS

"City Voices"

"City Voices," a new program inaugurated recently over WROK at Rockford, Ill., draws its inspiration from newspaper "feature" interviews. Residents of Rockford and vicinity are interviewed for 15-minute periods on their unusual occupations and colorful experiences.

Opening the new series was an interview with Lynn Brudon, photographer for the Rockford Register-Republic and Morning Star, who gave inside "dope" on a murder case which he covered when he was employed by the Chicago Tribune.

Second on the program series was an interview with Mabel Richardson, Rockford's "goat woman," who told of her work in raising a herd of goats. Palmer J. Castonquay, well known chef, featured the third program with his experiences and the story of how his corn beef and cabbage caused Paul Whiteman to break his diet.

Norman Brinsley is handling the interviews on the programs.

Aiding Community Chest

A series designed to familiarize citizens with the work of the Albany Community Chest and its agencies will be inaugurated Thursday by WOKO.

Dr. Royden N. Rand of WOKO's staff has arranged visits to each of the Chest's agencies for intimate study of their separate welfare contributions. Returning to the studio while his impressions are fresh, he will present a 15-minute word picture of what he has witnessed.

The programs, at 7:15-7:30 each Thursday night, are to be presented by WOKO in cooperation with the Community Chest under the leadership of Horace Sodd, Chest director-in-chief, and Harold E. Smith, general manager of WOKO.

Juvenile Story Hour

A new series of story hours for juveniles, titled the "Enchanted Garden" and directed throughout the summer months to groups in libraries, hospitals and public playgrounds, will be presented over WICC, Bridgeport, on Wednesday afternoons starting July 21.

The program will be under the direction of Mrs. John A. Nelson, who has been conducting a series of Saturday morning story hours at the main branch of the Bridgeport Public Library. Mrs. Nelson will be assisted in the initial program by Lorelle Tomlinson, ten year old youngster of Milford.

News Novelty

Long a leader in its area in the introduction of novel news presentation, KUOA, 2500-watt station in Siloam Springs, Ark., has announced a unique and effective news service, tentatively called "Bulletin Schedule." The service consists of hourly bulletins concerning an event of national importance which has been selected for coverage. It is different in that, when nothing happens relative to the affair being covered, the hourly bulletin simply states that nothing new has developed.

This bulletin schedule idea was initially tried with great success in coverage of the Amelia Earhart search. Every hour KUOA listeners knew that KUOA would make some announcement relative to the search. The United Press Teletype is watched closely, of course, and the bulletin schedule would not be possible if the station did not have continuous news coverage through United Press and Transradio. The whole idea is planned to develop listener confidence in KUOA's vigilance in news coverage. The idea proved to be valuable and in even of further news stores, KUOA's news department will institute its "Bulletin Schedule" until the story has run to completion.

Weekly Contest Review

A contest review called "The Musical Treasure Chest" is aired 12:30-40 p.m. Saturdays by J. Gunnar Back over KFOR, Lincoln. Idea is that Back takes all the contest periods of each week, tabs the winners and what they won, and calls them up with music which runs in the same theme—such as "Treasure Island," "You're My Best Bet," and other similar titles. Contests which are on the station, which have passed, and which are coming up are all ballied in this 10-minute weekly session.

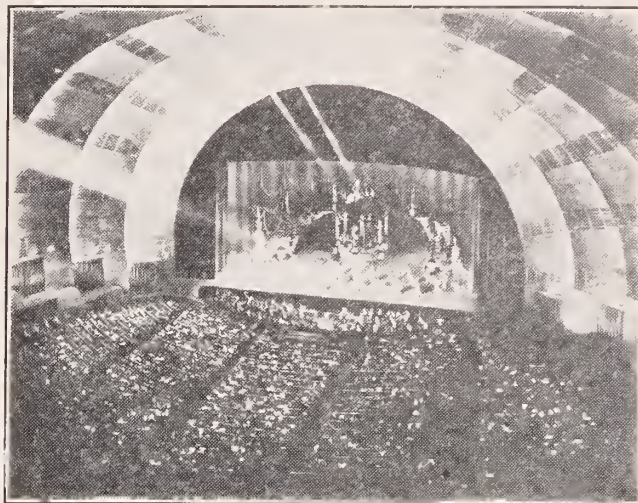
Theater Broadcast Popular

"The Show Shopper" at WWVA, Wheeling, W. Va., is taking its place with the popular programs on that station. The show is in its third week and already has cornered the noonday listening audience of the tri-state district. Dick Betts is featured at the console of the big Capitol Theater organ and John Finley, manager of the theater gives the latest news of Hollywood between selections.

The broadcasts heard on Thursdays at 12:30 and Sunday at 12:15 p.m., is sponsored by the Capitol Theater to publicize the change of shows which occurs on Thursdays and Sundays.

20 Years Ago

"Twenty Years Ago Today" is a new 15-minute program heard each Monday, Tuesday and Wednesday night over WRJN, Racine, Wis., presenting readings from the Racine Journal-Times files of 20 years ago.



Radio City Music Hall
brings hearing to its
deafened patrons with

ACOUSTICON THEATREPHONES!

THOUSANDS of motion picture houses, large and small, are bringing theatre hearing to the deafened with Acousticon Theatrephones. These installations are energized directly from the sound system—are increasing box-office receipts by as much as 10%—invariably attract deafened audiences from areas outside the normal market of the equipped theatre. The individual Theatrephone enables the deaf to hear by a combination of bone and air conduction—a technique which made possible the development of the Dictograph Silent Radio and its Acousticon Mystic Ear. This radio, for the first time, offers personal radio listening: "One can listen, while others sleep, talk, read." Both the Theatrephone and Silent Radio are manufactured by the Dictograph Products Co., Inc.



DICTOGRAPH
PRODUCTS CO., INC.

580 Fifth Avenue - - - New York, N. Y.

MANUFACTURERS OF PRECISION EQUIPMENT
SINCE 1902

CRAIG & HOLLINGBERRY

Incorporated

Radio Station Representatives

New York
Jacksonville

Chicago
Detroit

AGENCIES

MRS. JANET FOX WING, formerly associated with J. Walter Thompson and Young & Rubicam copy departments, has joined the copy staff of Kenyon & Eckhardt Inc. McCANN-ERICKSON INC. has been appointed to handle the advertising of Grocery Products Mfg. Co. and the Foulds Milling Co.

JERRY CROWLEY, formerly associated with Crowley-LaBrum Inc., sets up his own office in Philadelphia, handling advertising, publicity and merchandising.

THEODORE ASH, Philadelphia ad-man, is giving up his local business connections and moving to California to live.

HUBBELL ROBINSON of Young & Rubicam has an article in August issue of Esquire entitled "Glamour Woman, You Bore Me." Piece is frank and funny, relating the experience of a hopeful taking a gal out, buying her and her friends food and drink, and finally winding up on the doorstep with his hat in his hand.

BOSTON

Bill Elliot, WEEI's singing cop, on to New York for a guest appearance on today's "Heinz Magazine of the Air."

Ruth Chilton was given a farewell party by her friends at WEEI and was presented with a portable typewriter. She goes to her new berth at WSYR, Syracuse, this week.

Archie Gillis, WCOP salesman, yachting over week-end, was struck on the head by the yacht's boom. Had to have several stitches taken in the old scalp.

Frank Gallup, CBS announcer, in town visiting the old WEEI gang.

Jack Dowd of Dowd & Ostreicher Advertising is in New York for several days.

Lew Sargeant, WEEI announcer, spending his vacation at a camp near Brockton.

Bill Rule, WEEI control operator, has taken a cottage at Old Orchard Beach, Me., for his wife and small daughter.

Charlie Phelan, Yankee net sales manager, had two of his nags entered the opening day of the Summer meet at Suffolk Downs. One was in the money.



● ● ● Because Jack Benny liked Freddie Lightner as his summer substitute, Lightner will remain for 11 more weeks on the present Jell-O series!... Yascha Bunchuk and his "Swing Symphony" will be a fall airing for Goodyear tires... Phil Napoleon is Gus Arnheim's successor at the New Yorker starting the 29th—with Jimmy Dorsey slated to follow... Woody Herman and Shari Kaye are holdovers at the Willows in Pittsburgh... Dorothy Howe, Art Shaw's vocalist, and Robert E. Lee, part owner of the Willows, are deciding on the "date" for their blending... Igor Gorin appears as a comic in his first flicker... Bob Prescott will definitely be sent to the coast to head the CBS sound effects department... Jimmy Wallington is nervous during his Sunday airings pending word from the hospital on his wife's condition... Fred Allen's stooge, Charlie Cantor, is being screen-talked!

● ● ● The Old Ranger of WLBC, Muncie, Ind., and Morey Crain, chief engineer, are still arguing over the merits of frog hunting... Old Ranger started to air his show when a "frog serenade" went out over the ether... Crain hastily checked equipment but could not locate croakings until program was completed... Seems that the Old Ranger had parked a box of bull frogs in the studio just before taking to the air!... Boyd Armstead, manager of James Super-Service Stations in Kansas City, has always personally selected the music to be presented on his weekly KCKN shows... He insisted on continuing this practice for the past two weeks though confined to the hospital following an appendectomy!

● ● ● Ed Sullivan, Frances Faye, Dan Healy, California Collegians and Josef Cherniavsky's orchestra auditioned yesterday for N. W. Ayer as a possible fall show for Consolidated Gas via NBC... Gogo deLys takes over Babe Ruth's CBS net time tonite in a new series backed by Freddie Rich's music... Tim and Irene's MBS Sunday show with Bunny Berigan's swell ork will become a CBS feature on expiration of the present Mutual time purchase... George Gershwin completed five songs for Goldwyn before his death... Wini Shaw's kid sister, who refuses to "trade" on her sister's rep, wants to sing with a band... "Hammerstein Music Hall" fades the 27th and returns the following Friday on Bi-So-Dol's time... Eddie Cantor has moved into Will Rogers' bungalow on the 20th Century-Fox lot, being the first tenant since the latter's death. Cantor didn't change or move the furniture or fixtures, leaving them just as Will left them... A west coast transcription firm is cleaning up via the sale of records made by Bob Burns in his leaner days... Loretta Lee has a new nose!

● ● ● Star Radio Program's feature, "The Morning Bulletin Board" recently honored an anniversary of the first edition of the famous old McGuffey Readers common over 100 years ago, and which have since become genuine rarities... KFNF, Shenandoah, Iowa, received a great response from a one line mention of inquiry as to those listeners who might have a copy of the old Reader... Six listeners—three from Iowa, two from Nebraska and one from Kansas—wrote to the station stating they had copies... One KFNF fan had three copies which had been in use for over 50 years... A songplugger from Famous Music Co. was horseback riding through Ozone Park last Sunday when he passed a corral radio, and the voice of a vocalist caught his ear... He dismounted and went over to hear the program, discovering that it was the voice of Bob Murray via WHN. He told Bob how good he was to make a horseman stop his galloping to hear a singer—on a plugger's day off. Now the plugger—it isn't Harold Wald—will probably have Bob in debt for life!

GUEST-ING

JACK BERCH, DIXIE DEBS and PATRICIA RYAN, on Walter O'Keefe's "Town Hall Tonight", July 21 (NBC-Red, 9 p.m.).

PAUL CAVANAGH of "Tovarich", interviewed by Dorothy Beach on "Theater Guide", tomorrow (WINS, 11:30 a.m.).

HARRY SALTER, "Hit Parade" maestro, on Walter King's "Song Contest, today (WINS, 2 p.m.).

HARRIET HILLIARD, on Ben Bernie's program, Aug. 2 (NBC-Blue, 9 p.m.). CONRAD THIBAUT on same program, Aug. 10. Both deals set by Herman Bernie office.

SUMNER WELLES, U. S. Under-secretary of State; CARLO MORELLI, baritone and JULIO MARTINEZ OYANGUREN, guitarist, on Edward Tomlinson's "The Other America", Aug. 20 (NBC-Blue 10-10:30 p.m.).

OLIVER WAKEFIELD, English comedian; MARIAN ANDERSON, Negro contralto, and EDGAR FAIRCHILD and ADAM CARROLL, piano team from "Babes in Arms", on "Magic Key of RCA", July 18 (NBC-Red, 2 p.m.).

ART SHAW, star clarinetist, on "Saturday Night Swing Club", July 17 (CBS, 8 p.m.).

Raymond Scott for Films

Raymond Scott and his novelty rhythm quintette, heard on "Saturday Night Swing Club" over CBS for the past few months, left yesterday for Hollywood to make their motion picture debut in David O. Selznick's "Nothing Sacred", with Carole Lombard and Fredric March. Paul Ross of Columbia Artists Inc. negotiated the deal.

PHILADELPHIA

Rosalind Stewart, KYW singer, goes to WIP for the "Pioneer Clipper" variety show with Pat Purcell and Clarence Fuhrman's studio band.

Jess Altmiller, drummer with Fox Theater orchestra, introduces his juvenile Marimba orchestra over WIP.

Enid Hager, WFIL's program department, is motor-vacationing in New York state.

An additional broadcast of the KYW Home Forum conducted by Carol Bennett now brings the weekly number to four.

Harold Davis, WDAS program director, will be best man when station manager Pat Stanton middle-ages it July 26.

The Malloys are now heard via WDAS at 7 p.m. Sundays.

Helen Kiley, secretary to Murray Arnold, WIP public relations head, is back at her desk minus appendix.

The first product of WCAU's farming system for announcers joins the staff this week. George Thomas, who was farmed out to WHAT to secure more experience, fills the vacancy in Lon Pierce's resignation. System was developed by Stan Lee Broza, WCAU program director.



Greetings from Radio Daily

July 14

Ken Murray Monte Proser
Bill Meeder Gene Rouse
Rowena Williams Gloria Feld

WITH THE ★ WOMEN ★

By ADELE ALLERHAND

DURELLE ALEXANDER, diminutive songbird, has just started a fortnight's vocalizing engagement at Albany's Ten Eyck Hotel....She's booked at the Rainbow Room when she returns, July 28....Mrs. Ferde Grofe and the two Grofe bairns are California-bound.... When Sharri Kaye terminates her present vocalizing engagement she'll continue her pow-wow with Ernie Gann, which should terminate in a contract with Major Pix and a flicker career....Bob Crosby's young field marshal, Jim Murdock, is followed everywhere by his mother, who's that way about Crosby music....she was at the Congress in Chi 36 nights running when the outfit was featured there....The Ritz-Carlton in Boston sees her frequently now and she seems to enjoy buying vintage champagne for the minstrels....Kay Weber, swingsong divinity featured with them, proves her versatility by writing an animated column in swing-time, monikered "The Beat Up" for "Down Beat."

▼ ▼

Dorothea Lawrence, vocalist, is one more songbird fascinated by a snake....Dorothea, who boasts a boa constrictor for a household pet, will tell the world how to get on with reptiles Thursday at 5:15 p.m. over WBBM and the Columbia Network....May Singhi Breen and Peter De Rose say most of their listeners-in request ditties like "I Didn't Raise My Boy To Be A Soldier," which appears to us a bit significant....Col. Jack Major's 12-year-old "niece," Marjorie Knapp, a lass from Kentucky, did a neat bit of show-stealing when she sang "Johnny One Note" on "Uncle" Jack's program t'other day....Her first network appearance, too.

▼ ▼

Dr. Harry Hagan's "Spelling Bee" is all set for a troubled spell, with a new series beginning July 25, in which married women will be pitted against spinsters; benedicts against bachelors; and husbands against wives....Jane E. Miles, sec to Dwight G. Wallace, NBC personnel manager, has resigned, effective July 15, to take a similar position with Freeport Sulphur Co....Transcriptions Inc.'s Sophie Wishik leaves today for a week's vacation in New Milford, Conn....Alice Faye's luck seems to be bad these days, what with missing a cue on her first ciggie broadcast and falling down a flight of stairs and wrenching her spine last week....

RADIO PERSONALITIES

No. 50 in the Series of Who's Who in the Industry

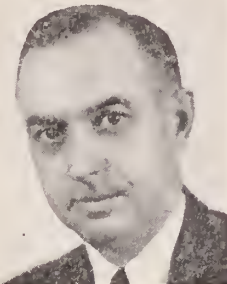
J. O. MALAND, vice-president of Central Broadcasting Co. and manager of WHO, Des Moines, was born March 6, 1893 in Wells, Minn., of Norwegian parents. Following graduation from the U. of Minn., he worked for a short time with a Minneapolis advertising agency. His active interest in radio was born in 1921, when he was mayor, assistant postmaster, justice of the peace and proprietor of a general store in the little town of Frost, Minn., more than 150 miles from the nearest broadcasting station. Joe Maland secured a radio and loud speaker for his store. So keen was the interest of his customers, friends and neighbors that his far seeing mind visualized the incipient magnitude of the industry.

Shortly thereafter a personal friend, with an interest in WLAG (now WCCO), offered him a position. By 1923 he was Farm Program Director at the station; and in 1928 became commercial manager of WLS, Chicago. In 1930 Maland and Edgar Bill, another pioneer broadcaster, sold CBS the idea of a middle west farm network. The network was formed with Maland as sales manager.

Maintaining the long view, Joe Maland checked over possibilities of middle western stations and in 1931 joined WOC, Davenport, and WHO, Des Moines, which were synchronously operated at that time. Two years later WHO was granted license to operate with 50,000 watts. The two stations were divorced and Maland moved to Des Moines as commercial manager of WHO. Shortly thereafter he became station manager in complete control of the operation of the "Voice of the Middle West."

Joe Maland is credited with fathering the first commercialized Barn Dance type of broadcast in 1928. He inaugurated the Iowa Barn Dance Frolic in Davenport almost immediately after his arrival there. Starting as a half hour Saturday night show, the Frolic long since moved to Des Moines. It now runs three hours on Saturday nights during the fall and winter season and plays from stage of the 4,500 seat Shrine Auditorium, with a cast and staff of approximately 100 individuals.

J. O. Maland is a director of the NAB, immediate past president of the Iowa Association of Broadcasters, a member of the Des Moines Rotary Club, the Advertising Club of Des Moines and the Des Moines Club. He is a Mason. His hobbies are horticulture, his home, and—radio.



Fathered the commercialized barn dance on radio.

ORCHESTRAS MUSIC

KAY KYSER, winding up his Eastern dates this week, opens at Detroit's Eastwood Park on Friday. His Sunday show will be aired over Mutual from there. The Kyser contingent remains there until the 23rd, then heads further west for a series of one-nighters.

Two Colorado Springs Orchestras, Bart Woodward's from the Antlers Hotel and Bob McGrew's from the Broadmoor will be features of the 75-min. program, originating in Colorado Springs, July 16, and fed to the Mutual chain, via KFEL, Denver, from the Will Rogers Shrine of the Sun Memorial on Cheyenne Mountain. Services will be conducted by the Elks, who are in national convention there this week.

Jimmy Dorsey and the band open at Philly's Earle Theater Aug. 20.

Johnny Burkarth and his newly assembled ork are currently featured at Gypsy Village in Fontaine Ferry Park, Louisville. They're aired nightly over WHAS.

Robert Emmet Dolan's new trombonist, Al Philburn, is the same Philburn who used to play Bert Lown's theme song, "Bye Bye Blues" with telling effect.

Victor Bay, musical director of the CBS Shakespearean series, is using "Thou Soft Flowing Avon" as a theme melody for the programs. Ditty was written by David Garrick, famed English thespian of the 18th Century and dedicated to the bard of Avon. Bay found the song in the Public Library and doesn't believe it has ever been played here.

The Exstrand Sisters, trio on KFAB as the "Gingham Girls", are now singing five nights weekly with Leo Beck-Eddie Jungbluth's Orchestra. Setup was arranged when Russ Gibson, director of the ork and on the KFAB staff, put them on.

The Dixieland Jazz Band, exponents of "louder and funnier" music, will be featured on the Pepper-Uppers program over the Dr. Pepper-Dixie Network on Sunday at 4:30 CST. The band is now appearing at the Fort Worth fiesta. Alexander Keese will offer a solo rendition of the "Elegy" on the fiddle.

BULK OF NETWORK BIZ DRAWN FROM SIX FIELDS

(Continued from Page 1)

on NBC; all six spending over a million on CBS. Drug industry is NBC's largest client with expenditure of \$6,610,632 for the six month period. CBS's top client is the food and food beverage manufacturers, who spent \$3,479,068 on the network from January to June.

Complete breakdown of expenditures follows:

Industry	NBC	CBS
1. Automotive Industry	\$ 1,752,069	\$ 1,974,720
2. Building	163,325	
3. Cigars, Cigarettes, Tobaccos	801,039	2,358,724
4. Clothing and Dry Goods	64,688	
5. Confectionery, Gum, Ice Cream	102,800	606,120
6. Drugs and Toilet Goods	6,610,632	2,685,399
7. Financial and Insurance	153,060	261,351
8. Foods and Food Beverages	5,607,660	3,479,068
9. Garden—Field	5,200	
10. House Furniture and Furnishings	267,471	259,118
11. Jewelry and Silverware	64,716	
12. Lubricants, Petroleum Products and Fuel	1,068,052	1,162,146
13. Machinery, Farm Equipment and Mech. Supplies	55,120	61,725
14. Office Equipment		
15. Paints and Hardware	199,005	
16. Radios, Phonographs and Music Instruments	749,420	377,335
17. Schools and Correspondence Courses	5,868	3,960
18. Shoes and Leather Goods	55,500	
19. Laundry Soap and Housekeepers Supplies	1,596,892	1,178,843
20. Sporting Goods	83,699	
21. Stationery and Publishers	219,062	79,365
22. Travel and Hotels		37,708
23. Wines, Beers, Liquors	27,792	
24. Miscellaneous	285,037	277,693
Total	\$19,948,107	\$14,803,265

★ F. C. C. ★ ACTIVITIES

HEARINGS SCHEDULED

Oct. 14: Troy Broadcasting Co., Inc., Troy, N. Y. CP for new station. 950 kc., 1 KW., daytime.

WMBO, Auburn, N. Y. Authority to transfer control of corp. 1310 kc., 100 watts, unlimited.

Beaumont Broadcasting Assn., Beaumont, Tex. CP for new station. 1420 kc., 100 watts, unlimited.

Curtis Radiocasting Corp., Indianapolis, Ind. CP for new station. 1500 kc., 100 watts, 250 watts LS., unlimited.

"Wheaties Champions of Harmony"

KAY & BUDDY ARNOLD

Sponsored by General Mills

WMCA 2:30-5:30 Daily

☆ Program Reviews and Comments ☆

"HAMLET"

Sustaining

WABC-CBS network, Monday,
9-10 p.m.

SENSITIVE AND SUBDUED VERSION OF MELANCHOLY DANE BY BURGESS MEREDITH.

In these competitive network presentations of Shakespearian works it is the player instead of the play that is the thing. As the worth of the plays has been proven long ago, only the interpretations of leading roles by the different actors remains for evaluation; and from a listener standpoint, too, the drawing cards are bound to be the stars.

Thus in the battle of personalities there is no question but that John Barrymore has a good edge on Burgess Meredith in their respective portrayals of Hamlet, which Meredith essayed Monday night for CBS, three weeks after Barrymore's performance for NBC. The edge in Barrymore's favor is perhaps wholly one of experience, maturity, gift of voice magic and thespic fire.

Barrymore infused his Hamlet with all these qualities, making him a vivid, impassioned flesh and blood creature, whereas Meredith seemed to conceive the Dane more along sensitive, poetic and even genteel lines, aroused to fire and action only in a subdued degree. The ring and vibrancy appeared briefly at times, but on the whole Meredith followed a lower pitch and lower register of intensity. He fully realized the poetic values of the dialogue and there was smoothness in his transitions of mood, but the driving force wasn't there.

In short, Meredith sounded a little youthful in the part. Not that he's too juvenile for the role, but in the comparison that he must inevitably stand with the Hamlets of record, and particularly the one of recent radio record, he seemed quite young and light. On the other hand, there was a freshness and poetic gracefulness

in his performance that probably pleased many listeners just as much; in fact, this modern age may even prefer that type of acting.

Anyway, that was Meredith's interpretation, and it was a finely studied performance irrespective of how it compares with any other.

In supporting cast, Meredith had Montagu Love as the King, Grace George as the Queen, William A. Brady as the Ghost, Walter Abel as Horatio, and other thoroughly able players. Conway Tearle did fine service as narrator.

The CBS version of "Hamlet," adapted and produced by Brewster Morgan, ran an hour, or 15 minutes more than the NBC adaptation, and it was staged with reasonable smoothness and precision. Appropriate musical background was provided by an orchestra under Victor Bay's direction.

"The Tempest"

Rated by many as one of Shakespeare's best constructed plays, "The Tempest" nevertheless is not as rich in acting opportunities as some of the Bard's other work, and consequently the Monday night presentation over the NBC-Blue Network was somewhat of a 50-50 affair. John Barrymore doubtless realized all the possible values in the dual role of Prospero and Caliban, while his prologue curtain speech, setting the background for the play, was excellently delivered. There is a magic in the very speech of Barrymore that makes almost any of his utterances a joy to hear, and the present drama was no exception.

Elaine Barrie was not so successful in essaying the two roles of Ariel and Miranda. She was too out-shadowed by seasoned troupers, among whom also were Walter Brennan, Henry Hunter, Herbert Mundin, Robert Warwick, Hans Conried, and others, doing grand jobs.

From a production standpoint, this fourth in the NBC series of "stream-

lined Shakespeare" was quite efficiently handled.

"Negro Melody Singers"

A Federal Music Project, put on over WNYC by the Radio Division of the WPA, and under the direction of Juanita Hall, this program of Negro songs and spirituals is class entertainment of necessarily restricted appeal. For its type of stuff, it is a good presentation, as Juanita Hall is no novice in putting on programs of this kind. The initial show Monday night at 8-8:30, as the first in a series of four, opened with a group of spirituals and continued with other selections that were mostly of a class not often heard on the air.

"For Men Only"

Monday night's "For Men Only" over WHN had a rare treat in the person of Eddie Dowling, one of Broadway's all-around leading lights. Dowling told of his first meeting with Maurice Evans and how they came to get together in the production of the now memorable presentation of Shakespeare's "Richard III." Among his many talents, Dowling has a gift for being a grand radio entertainer. A natural but magnetic speaker, with a fine sense of monolog as well as dialog, his little talk on this program left you wanting to hear more of him. Dowling shouldn't keep himself such a stranger to radio.

Nola Day, a pleasing feminine voice from Iceland, sang "There's a Lull in My Life" very satisfactorily. Sam Taub conducted an interesting interview with Mickey Walker, Joey Nash sang a bit and Paul Sullivan was there in a commenting capacity. Ray Sinatra's orchestra provided the music.

"Ave Maria Hour"

This religious program, heard Sundays over WMCA, sounded considerably better than usual last Sunday.

There was a great deal of improvement in the dramatic end while the music and choir work perked up at the same time. Program gave the impression of having been whipped into more shape more efficiently all around.

Last Sunday's dramatization dealt with the life of "The Blessed" Oliver Plunkett, archbishop and primate of all Ireland who was tried in England in 1861 on charges of fomenting rebellion.

The "Eternal Magdalene" will be dramatized next Sunday.

Burns and Allen

One of the programs that can be depended upon to always give a most entertaining performance is the Burns and Allen show on the NBC-Red Network, Mondays at 8 p.m. For its consistency in holding to a uniformly high level of amusement value, never fluctuating far enough downward to make much difference, this program deserves a wreath or two. Vocalist Tony Martin, announcer Ronald Drake and Ray Noble with his orchestra dovetail perfectly with the comedy efforts of George and Gracie.

"Song Time"

CBS has adopted the "Song Time" title for a series of 7:15-7:30 p.m. singing periods, daily except Sunday, with alternating guest stars. Monday the featured singers were Hollace Shaw and Ray Heatherton, followed by Ruth Carhart and Bill Perry yesterday. Today Patti Chapin and Howard Phillips are scheduled, followed by Dorris Kerr and Russell Dorr tomorrow, Gogo de Lys and Jack Shannon Friday and a show from the Coast on Saturday. Gordon Graham is the "melody host." First two programs were very enjoyable. Though blazing no new trail, the talent is first-rate and the presentation excellent.

NEW ORLEANS

WDSU announcer Earl Smith turned Challiapi for the night at a recent resort broadcast and his "Old Man River" had them patting palms.

Harold Jordy, cocktail lounge maestro, is proud of the fact that Will Rossiter of Chicago is paying the printing costs for his latest song, "Dream of You."

Josephine Almerico, 16-year-old swing singer, is headed for Chez Paree at Henderson Point.

Yvonne LeBaron, who is being groomed for the concert stage, is on the clerical staff of WSMB, sometimes doubling as pianist.

A. L. Brown Heads Ass'n

Montreal—A. L. Brown was elected president of the Radio Manufacturers Ass'n at the annual meeting.

Allan Dramatizing Jardine

Extending his usual quarter-hour WINS program, "Little Moments With Big People", to a half-hour tomorrow, Doug Allan will present the Rev. R. Anderson Jardine, who performed the Duke of Windsor's wedding ceremony, in a biographical dramatization. The program will be heard at 1:30 p.m.

Joan Brooks for Claremont Inn

Joan Brooks, vocalist, has been signed to appear at the Claremont Inn for two weeks starting tonight. She will sing with Jolly Coburn's orchestra.

KYW Time Signal Sellout

Philadelphia—All time signals on KYW will be sponsored starting this fall. Bulova Watch has bought evening announcements through the Biow agency. Daytime signals continue under Breyer Ice Cream Co.

More Gershwin Tributes

In addition to broadcasts already given or announced in tribute to the late George Gershwin, WMCA tonight will air a 45-minute program at 9:30 with friends and admirers of Gershwin participating. Nat Brusiloff will conduct the orchestra, and those who are to appear include Harold Arlen, Gene Buck, Max Gordon, George White, Harry Herschfield, Ann Ronell and others.

The Chicago Philharmonic Orchestra revised its program over CBS last night to include a Gershwin tribute, and over the same network on Friday there will be a complete rendition of Gershwin's "Rhapsody in Blue" by Ferde Grofe.

Barlow in Advisory Post

Howard Barlow, CBS conductor, is one of a distinguished group of directors, composers, critics and spon-

LINCOLN

Wedding bells rang for Bid Wheatley, personal secretary to Reginald B. Martin, KFOR-KFAB manager, on June 8, according to belated announcement.

Vacation plans for KFOR-KFAB announcers include Carl Saunders, enroute to Los Angeles; Joe di Natale, planning the same trip; Ray Suber, leaving for the mountains to spend the layoff raising a beard; Jack Hanssen to Davenport, Ia., and Springfield, Ill.

J. Gunnar Back, continuity chief for KFAB, was the final speaker of National Youth Administration's course in career selection.

sors of music who will serve on an advisory committee on music for the New York World's Fair in 1939.



JACK HOLDEN and Pat Buttram of WLS and NBC are on a motor trip to the Buttram home in Alabama.

Barbara Luddy, femme star of "First Nighter" who just moved here from temperate California, collapsed in the Chicago heat and had to be taken to NBC infirmary. Revived and was able to do performance that night, however.

Ray Johnson, headliner of "Guiding Light," is the tennis champ among local air performers.

Tommy Bartlett, femme quizzer of WBBM's "Meet the Missus," has moved his show from the Arts club to station's big new audience studio.

Bob Griffin (Joe Marlin of "Mary Marlin") has returned from New York, where he visited Jane Cruseberry, author of the serial, who is gathering material on the lives of N. Y. suburbanites for use in the show.

Sunda Love of CBS dramatic staff off for vacation in Maine.

Bunny Daniels, in charge of publicity for J. Walter Thompson radio accounts here, is vacationing on a dude ranch at Wyola, Mont.

Roger Pryor and band to open at the Edgewater Beach hotel beach walk Aug. 5 following Bernie Cummins.

Eddy Duchin, leaving the Palmer House Aug. 5, will do two weeks at Chicago theater here and then start on a series of one nighters.

Lynn Brandt (Bloomquist), NBC announcer and Janis Herrington, radio actress, will wed in October.

Bumper Harvest Broadcast

A broadcast of jubilant harvesting scenes in the southwest, where the biggest wheat crops in a decade are coming in, will be aired by CBS on Friday at 5-5:30 p.m. Farms, mills, banks and railroads will be included in the scenes interviewed.

ST. LOUIS

Spencer Allen of the KMOX announcing staff will be married in September to Deane Steger.

Coyita Bunch, KWK staff singer, is building up quite a following with her thrice weekly program of popular melodies.

Margaret Daum, CBS soprano now singing nightly with the Municipal Opera, also is heard daily over KMOX.

CLYDE BARRIE

CBS

Thursday

6:15 P. M.

STATIONS OF AMERICA

Highlights in the Development of Outstanding U. S. Radio Stations:
No. 50 of a Series

KMA—Shenandoah, Ia.

930 Kilocycles—5,000 Watts Daytime, 1,000 Watts Night

EARL E. MAY, Pres.-Gen. Mgr.

J. "CY" RAPP, Operations Manager

ED CUNNIFF, Commercial Manager

KMA made its debut Aug. 12, 1925. Owned and operated by the Earl E. May Seed Co., the station's personnel is headed by Earl E. May, president and general manager; J. "Cy" Rapp, operations manager; Ed Cuniff, commercial manager; Howard Chamberlain, program director, and Ray Schroeder, chief engineer. Since its inception, KMA has always catered to the farmer, keeping him advised as to crop conditions, markets and anything of interest to the farmer. KMA maintains 170 miles of telephone wires to carry to the station programs of interest to the leading centers of Iowa. Also, KMA has a mutual tie-up with stations WMT, Cedar Rapids and Waterloo, and KRNT and KSO, Des Moines, and a direct wire connecting these stations. Sustaining and commercial programs are fed to and from these stations over these wires.

In 1936 a plot of 10 acres, one mile north of Shenandoah, was purchased, and a Truscon 488-ft. self-supporting half-way vertical radiator was erected. This is the highest self-supporting structure of its kind in Iowa. All new RCA high fidelity equipment was purchased and installed by RCA engineers. This equipment is housed in a two-story building, and it's completely air-conditioned, and has all the latest improvements. The lower floor and basement is given to equipment and the second floor is the home of the chief engineer, a four-room apartment also completely air-conditioned.



PROMOTION



Store's Anniversary Campaign

El Paso's Popular Dry Goods Co., one of the largest department stores in the West, chose an extensive radio campaign over KTSM to promote its 35th Anniversary Sale.

The complete radio campaign consisted of 1 hour program, 4 half-hours, 29 quarter hours and 53 spot announcements.

The campaign began on the Thursday previous to the Monday morning opening of the sale, and was initiated with a remote control broadcast of the Pep Rally of Popular Dry Goods employees.

One of the highlights of the radio series was the organ music of Dayton Payne at the Plaza Theater organ each day at noon during the entire campaign.

Drama played its part in the campaign. Four radio dramas depicted the highlights of El Paso history since the organization of the Popular in 1902. These events, portrayed by the Studio Players were: "The Building of Elephant Butte Dam," "Meeting of Presidents Taft and Diaz in El Paso," "Visit of Theodore Roosevelt to El Paso," and "El Paso's First Street Car System." The latter was given as the highlight of the one hour Popular Variety show, Sunday afternoon.

Other features of the campaign were "Man on the Street" broadcasts, Studio talks from the Popular organization, and the Popular's regular feature, "The Newspaper of the Air."

NBC Sports Tabulation

In a folder titled "For All Good Sports—Who Like to Listen," NBC lists the outstanding sport broadcasts that are scheduled over its network this year, next year, and even to the 1940 Olympics. It's quite an imposing list, running the gamut from a soap box derby to international polo, football, golf, tennis, horse and motor races, etc.

KTAR Sells Arizona

KTAR, Phoenix Ariz., has issued a 24-page booklet illustrated in color selling Arizona as a community much the same as a Chamber of Commerce would do the job.

No statistics are presented because these are available through the usual channels. Many photographs show the scenic beauties and business aspect of the state and the last page of copy is used by KTAR itself, revealing the station's development parallel with that of the community.

CKX Monthly Bulletin

On behalf of CKX, Manitoba, the Manitoba Telephone System is now publishing a four-page monthly bulletin for distribution to sponsors, fans and others. The mag contain gossip about artists and studios, news of coming events and other items and pictures of interest.

Riding on Uncle Sam

All outgoing mail at KMOX carries on envelope a list of outstanding



WHAT sounds like the perfect club —no dues and enough offices so that every member can have a title —is being formed from the ranks of Southern California's radio old timers. Walter Biddick, station rep. and E. K. Barnes, recording engineer, are moving spirits. Organization will be known as Radio Oldtimers Club. Will stage annual beer party and barbecue, and an annual radio show. Open to folks who have been in radio ten years or more. "Doc" Ralph L. Power has taken over the worries of permanent secretaryship.

George E. Stone is another addition to NBC's "Twelfth Night" cast for July 19. John Barrymore and Elaine Barrie will again play dual roles.

Jimmy Tolson's "Funfare" for Superio Macaroni comes back to the air, after a month or so's intermission, with Johnny Murray, Dave Weber, Beth Wilson and Vincent Lopez ork, over KFAC. Has a Monday night half hour.

Elsie Prescott heading a cast of British Players for Sunday series on KMTR; Frank Ellison, narrator, and Prescott Richardson, scripter.

Segar Ellis, whose Standard Library recordings used a saxless band that clicked on the disks, using same arrangements on a live Sunday evening series on KFAC.

Forrest Barnes, adapter on the current NBC Shakespeare series, and writer of Union Oil's "Thrills," signed as co-writer to adapt Harold Bell Wright's "Western Gold" for 20th Century-Fox.

Walter Biddick starts Aug. 1 to cut half minute series for furriers. They just finished a "Scrappy" series in collaboration with Columbia Pictures and Charles Mintz studios.

Ask Dismissal of Lord Suit

Pathe Films, defendants in a \$50,000 damage suit brought by Phillips H. Lord, over a planned promotion aboard a vessel, "Seth Parker", yesterday entered a denial along with counter claims in the U. S. District Court, and asked for a general dismissal of the suit.

programs broadcast over the station. Out of town mail carries CBS highlights and city mail is stamped with local features.

First in local accounts
in Chicago

WGES

(In the heart of Chicago)

EQUITY JOINS ET FIGHT; COMMITTEE APPOINTED

(Continued from Page 1)

and report back next week. Jackie Heller was named temporary chairman, and Richard Gordon also was among those who spoke in favor of Equity organizing the radio actors.

It is believed likely that a separate A. F. of L. charter will be obtained under Equity's wing for the radio branch.

A call is being issued to all Equity members now in radio to attend the next meeting on Monday.

On the ET question, the increasing use of actors for disked shows and the multiple playing of these recordings is considered by Equity as cutting down the employment of its members, in addition to comparatively low pay received for the diskings.

"Goldbergs" for P. & G.

(Continued from Page 1)

13, five times weekly. Broadcast time and actual network as yet have not been set. The contract, signed in Hollywood where Mrs. Berg is completing a film writing stint, calls for the original cast, including James Waters, Rosalyn Silber and Everett Sloan.

NBC Plans to Extend Foreign Interchange

John F. Royal, NBC vice-president in charge of programs, who sails on the Normandie today for a tour of Europe, will make a detailed survey of international broadcasting conditions and also complete arrangements for an extension of NBC's policy of exchanging personnel as well as programs with foreign broadcasting organizations. NBC maintains close association with BBC and the Reichs Rundfunk Gesellschaft.

Royal will visit England, France, Germany, Holland, Switzerland and the Scandinavian countries.

ONE MINUTE INTERVIEW

GUS HAENSCHEN

"Today radio is much closer to Hollywood than the theater is, perhaps because the techniques of the two media, radio and talking pictures, are fundamentally alike. While the stage reaches a comparative handful of the public, radio and pictures share a mass appeal and their audiences are numbered in the millions. Now any radio personality that builds up a following and in so doing gives evidence of genuine ability is almost certain to be considered as a picture possibility."



Coast-to-Coast



LEWIS TITTERTON, manager of the NBC Script Division, will analyze the technique of writing a radio play in a series of three broadcasts of the National Farm and Home Hour, beginning tomorrow and continuing July 22 and 29, at 1:30 p.m. over the NBC-Blue Network.

WOW, Omaha: Night Hostess Dorothy Cogswell is vacationing in Colorado . . . Dorothy Delfe has been hired as day hostess to replace Evelyn Mason, resigned to be married . . . New transcription equipment is being built for Announcer Thomas B. Chase, in charge of the station's transcription testing, by Chief Control Operator Joe Herold.

KOIL, Omaha, has changed the name of its daily man-on-the-street program to "The Curb Exchange" to differentiate it from the man-on-the-street daily broadcast of WOW, Omaha. Don Kelley and Had Hughes present "The Curb Exchange," now being sponsored by the 7-Up Beverage Co.

Frank Lea Short, president of the Shakespeare Fellowship, has revised the schedule of his organization in order to allow the actors to listen to the CBS Shakespeare series. Short states that the list of actors and actresses to appear would be invaluable to his troupe as instructors. The Fellowship, under Short's direction, is at present engaged in plans to present a cycle of the bard's works at the 1939 Fair in New York.

WTAQ, Green Bay, Wis., is preparing to broadcast the Wisconsin Upper Michigan District Convention of Kiwanis Clubs in Green Bay on Aug. 8-10. Part of the program may be carried by CBS. Frankie Masters' orchestra will play at the Governor's banquet.

Karl O. Wyler, boss of KTSM, El Paso, and Roy Chapman, program director, have been working on new program plans since their return from Chicago, New York and Washington. They expect to break the story next month.

WIRE, Indianapolis: Morris Hicks, announcer, was badly cut when the station's short wave truck collided with an electric light pole . . . Bill Frosch is subbing for Hicks on the daily "street interview" . . . Gloria Feld, who is 15 today, celebrated her seventh year on the "Jake Presents" program Sunday. Her younger sister Olga, Jimmy Boyer and Doc's Mohawk Chiefs also in the show.

Cotton Blossom Singers, Negro male quartet which has been on NBC and other programs, started a thrice weekly series Monday on WGY, Schenectady.

James Milne, president and man-

ager of WELI, New Haven, report some studio personnel revisions under way.

Kenny Rapieff, announcer, is handling the "Town Topics" on WICC, Bridgeport, while Lou LaHaye is away.

WLBC, Muncie, Ind: Henry Marks of Indianapolis has been shifted to the sales staff from the announcing staff . . . Earl Kirk, auditor, as prolific vocally as with figures—and in telling tall stories—hopes station will find a regular weekly spot for his "Masked Tenor" program . . . Comb: Blanford and Bob Evert of the announcing crew have a Hoosier-Virginia feud on, each tagging the other on pronunciation errors . . . Bill Craig, commercial manager, was given a testimonial dinner by Lions Club, of which he was recently elected prez . . . Don Russell, program director, and Donald Burton station owner, waging membership drive for Muncie Optimist Club.

George Storer and Harold Ryan, heads of WSPD, Toledo, were hosts to the staff Sunday on the tenth anniversary of the station.

Weed WJNO Rep.

Weed & Co. has been appointed national representatives of WJNO, West Palm Beach, Fla. Outlet is full-time affiliate of CBS and is the resort city's only station. Selling points on WJNO, according to Joseph J. Weed, head of the rep firm, includes the large "bonus" coverage sponsors receive during a long winter season when the normal population is swelled by visitors with buying power. George A. Hazlewood is general manager of WJNO.

"Rhythm" in Saturday Spot

The "Ford Universal Rhythm" show will move to a Saturday night 9:30-10 spot on CBS, effective Sept. 11. Move is necessitated by the return of the "Ford Sunday Evening Hour" to the air on Sept. 12, 9-10 p.m. on CBS.

"Universal Rhythm" is now occupying the full-hour strip on Sundays, but will be reduced to half-hour for the Saturday series. N. W. Ayer & Son Inc. has the account.

Fels-Naptha Staying On

Fels-Naptha has decided to stay on CBS with the Jack Berch-Mark Warnow show and on July 19 will shift to a Monday, Wednesday and Friday, 9:30-9:45 a.m., schedule. Effective with the shift, WPG, Atlantic City, is added to the network making a total of 20 stations in the web. Program is now heard Tuesdays, Thursdays, 1-1:15 p.m. Fels is moving out of the spot because the CBS General Mills daily hour show wants the stations. Young & Rubicam Inc. is the agency.

FOOTBALL TIME BOUGHT BY ATLANTIC REFINING

(Continued from Page 1)

stated by Joseph R. Rollins, advertising manager of Atlantic.

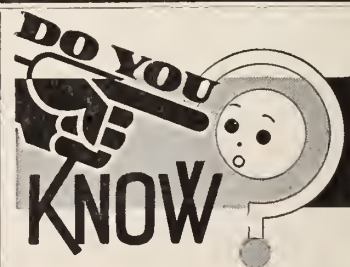
Station list follows: WDRC, WTIC, Hartford; WDEL, Wilmington; WJAX, Jacksonville; WRUF, Gainesville; WSB, WAGA, Atlanta; WRDW, Augusta; WTOC, Savannah; WBAL, Baltimore; WTBO, Cumberland; WEEI, WBZ-A, Boston; WROC, WTAG, Worcester; WMAS, Springfield, Mass.; WPG, Atlantic City; WOR, Newark; WOKO, Albany; WBNF, Binghamton; WBEN, WGR, Buffalo; WESG, Elmira; WHAM, WHEC, Rochester; WFBL, WSYR, Syracuse; WIBX, Utica; WBT, Charlotte; WDNC, Durham; WADC, Akron; WHBC, Canton; WHK, Cleveland; WHKC, Columbus; WKBN, Youngstown; W C B A, Allentown; WFBG, Altoona; WEST, Easton; WLEU, Erie; WHP, Harrisburg; WGAL, Lancaster; WIP, WCAU, KYW, Philadelphia; WCAE, WWSW, KDKA, Pittsburgh; RAW, Reading; WGBI, Scranton; WKOK, Sunbury; WBRE, Wilkes-Barre; WORK, York; WPRO, WJAR, Providence; WFBC, Greenville; WCHV, Charlottesville; WBTM, Danville; WWSA, Harrisonburg; WLVA, Lynchburg; WGH, Newport News; WRNL, WRVA, Richmond, and WDBJ, Roanoke. N. W. Ayer & Son Inc., placing the account.

Rogers Peet Taking Air With Heatter Exclusive

(Continued from Page 1)

Peterson, radio director of Marschalk & Pratt Inc., agency handling the radio account, said that Heatter had been signed by Peet on an exclusive basis i. e., Heatter will not be allowed to do any news broadcasting for any other sponsor, but will be able to do any radio acting he wishes.

This is the first time that Peet stores have ever used radio. Decision to use radio was reached by unanimous consent of all Peet executives.



Over 600,000 visitors have paid 75 cents each to see the WLS "National Barn Dance" at the Eighth St. Theater, Chicago, over a period of more than five years.



RADIO DAILY

Serving the Better Interests of Commercial Radio and Television



VOL. 2, NO. 10

NEW YORK, N. Y., THURSDAY, JULY 15, 1937

FIVE CENTS

FCC Fate Again in Doubt

HOTELS OBTAIN MUSIC FROM SPONSORED HOUR

Gulfport, Miss.—Gulf Coast hotels, members of Mississippi Gulf Coast Ass'n in Biloxi, Gulfport and Pass Christian, are obtaining music for their dining rooms without the need of hotel orchestras by jointly sponsoring an hour of dinner music over WGCN. The musical period is aired each evening and picked up by the hotels using the service. All advertising is held to the type suitable for the sponsors.

Kellogg Will Sponsor Ohio Football on WBNS

Columbus—WBNS will carry the at-home football games of Ohio State University under sponsorship of Kellogg. Consent also has been obtained from universities of Chicago and So. Calif. to carry their games with Ohio State.

Ray Perkins Program Is Cut to a Half Hour

WOR-Mutual's "Hi There, Audience," headed by Ray Perkins, presented for the last few weeks at 9-10 p.m. Sundays, will be condensed to a half-hour show, 9-9:30 p.m., starting next Sunday. Same cast will remain, including Willard Amison, Sid Gary, Helen Daniels, Key Men, Embassy Trio and Bob Stanley's orchestra.

Frank Quinn Promoted

Denver—New sales manager at KLZ is Frank Quinn, former national sales manager, who is relieving F. W. Meyer, station manager, of some of his duties through the promotion. Quinn has been with KLZ for five years.

Lopez Lectures

It will be "Lopez Speaking" at New York University next fall, when Vincent appears at the institution of higher education as guest lecturer. Lopez will conduct class sessions in music, Oct. 5 and 7, followed by two sessions in the piano literature classes. His ork also is to appear in the University's Chapel Hall.

Radio-Pix "Shadow"

"The Shadow", radio serial based on the magazine character and the series of four feature films being released by Grand National starring Rod LaRocque, makes its radio debut Oct. 3 over Mutual at 5 p.m. Sundays, and over the Yankee network at 5:30 p.m. First of the films, "The Shadow Strikes", is now being shown.

CIO'S RADIO CAMPAIGN MAY COMMENCE SOONER

Repeated attacks in newspapers and on the air may force the CIO to inaugurate its radio series before scheduled, RADIO DAILY is informed. That these numerous attacks are doing harm to the CIO is no longer being kept a secret. Recent surveys, conducted by unbiased parties, have shown that the CIO is gradually slipping from the favor of many industrial organizations. Dr. Gallup, noted statistician, recently made a statement to the press in which he claimed that recent surveys conducted by his trained staff had shown that the CIO was due to

(Continued on Page 3)

Clifford Is Appointed KXBY Comm'l Manager

Kansas City—Harry W. Clifford, for the past three years advertising manager for Skelly Oil Co. and for nine years before that with Reynolds & Fitzgerald, Chicago newspaper representatives, has been appointed commercial manager for KXBY, following resignation of Hal Makelim to join WIND, Chicago. Sid Q. Noel is president of KXBY.

Increased Radio Budget By Tire and Rubber Firms

Esty Lining Up Stations For Baume Bengue Spots

Thomas Leeming & Co., through William Esty & Co., is lining up a list of stations for a spot series to begin this fall. Baume Bengue is the product.

Death of Senator Robinson, Sponsor of Bill to Preserve FCC Entity, Gives Rise to New Speculations

By GEORGE W. MEHRTENS
RADIO DAILY Staff Correspondent

FENDRICH RETURNING ON NBC NET IN FALL

H. Fendrich Inc., Evansville (La Fendrich & Charles Denby cigars), on September 26 will return to the air over a split NBC-Red network of 13 stations (KSTP, WHO, WOW, WSM, WMC, WAPI, WLW, WMAQ, KSD, WFAA-WBAP, KOA, KARK and WDAF), 1:30-2 p.m.

"Smoke Dreams", same show that was on Mutual last season, will again be the entertainment. Series is signed for 52 weeks through Ruthrauff & Ryan Inc., Chicago.

Radio Talent Signed For Festival in K. C.

Kansas City—Eddy Duchin, Isham Jones, Wayne King and Carl Hoff and their respective orchestras, Al Jolson and company, Edgar Bergen Dave Rubinoff, Alex Templeton Frances Langford and Gertrude Niesen have been signed to appear at the next Jubilesta, Kansas City's fall festival, which opens Sept. 17 in the Municipal Auditorium. MCA is booking the talent, with a budget of \$150,000. "The Great Waltz" also will appear.

Washington—Death yesterday of Senator Joseph T. Robinson, majority leader, who had introduced a bill designed to protect the FCC from being absorbed by the Department of Commerce as recently contemplated by the administration, aroused new speculation yesterday concerning revision of the FCC setup.

The reorganization bill is one of the measures that the administration is understood to desire passed before this session of Congress adjourns. Because of the uncertainties in the situation, FCC members are expected to pass up their usual summer vacations, at least until Congress adjourns.

Under the bill, the President would be allowed broader power in controlling the FCC and could reorganize

(Continued on Page 3)

JACK HALEY WILL HEAD NEW LOG CABIN SERIES

Jack Haley will be switched to the new Log Cabin show which starts over the coast-to-coast NBC-Blue network on Oct. 8 at 9:30-10 p.m. with repeat for the west coast at 12:30 a.m. the same night. Haley is now featured on the Maxwell House "Show Boat" sponsored by General Foods, makers of Log Cabin syrup.

New Haley show will be of the variety type and series is for 26 weeks. Sponsor will use KFI instead of KECA as the Los Angeles outlet. Benton & Bowles Inc. has the account.

More Burly Reform

Senator Fishface and Professor Figsbottle, who have been specializing in obvious, burlesque-like humor on their Sunday NBC-Blue network broadcasts, have decided to modify their script somewhat. Al Cock of the NBC Artists Service confides.

Henceforth the comedy pair will attempt a more subtle type of humor.

(Continued on Page 3)



Vol. 2, No. 10 Thurs., July 15, 1937 Price 5 Cts.

JOHN W. ALICOATE : : : Publisher

DON CARLE GILLETTE : : : Editor

MARVIN KIRSCH : : : Business Manager

Published daily except Saturdays, Sundays and Holidays at 1501 Broadway, New York, N. Y., by Radio Daily Corp. J. W. Alicoate, President and Publisher; Donald M. Mersereau, Treasurer and General Manager; Chester B. Bahn, Vice-President; Charles A. Alicoate, Secretary; M. H. Shapiro, Associate Editor. Terms (Post free) United States outside of Greater New York, one year, \$5; foreign, year, \$10. Subscriber should remit with order. Address all communications to RADIO DAILY, 1501 Broadway, New York, N. Y. Phone Wisconsin 7-6336, 7-6337, 7-6338. Cable address: Filmday, New York. Hollywood, Calif.—Ralph Wilk, 6425 Hollywood Blvd. Phone Granite 6607.

Entered as second class matter April 5, 1937, at the postoffice at New York, N. Y., under the act of March 3, 1879.

FINANCIAL

(Wednesday, July 14)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Am. Tel. & Tel.	170	169 1/4	169 1/2	+ 1/4
Crosley Radio	22 3/4	22 3/4	22 3/4	0
Gen. Electric	57	56	56 1/2	+ 1/2
North American	26 1/8	25 3/4	25 3/4	- 1/2
RCA Common	9 3/8	9	9	- 3/8
RCA First Pfd.	69 3/4	69 3/8	69 3/8	- 5/8
RCA \$5 Pfd. B.				
Stewart Warner	17 7/8	17 5/8	17 5/8	- 1/4
Zenith Radio	38	37	37 7/8	+ 1

NEW YORK CURB EXCHANGE

Hazeltine Corp.	27 1/8	27 1/8	27 1/8	- 1/8
Majestic	2	2	2	0
Nat. Union Radio	2	2	2	0

OVER THE COUNTER

	Bid	Asked
CBS A	29 1/2	31
CBS B	29 1/2	31
Stromberg Carlson	13	15

Filming Major Bowes

Chrysler Motor Co. is having the Major Bowes show filmed tonight, four cameras having been set up for the job. Additional entertainment features will be added to the film from one of the Bowes stage units, photographed right from the stage. Picture will be used in connection with Chrysler exploitation, etc.

Another bid for industrial films is being made by Batten, Barton, Durstine & Osborn agency which is reported as seeking to have produced six commercial films for various clients.

Triple Celebration

A triple birthday celebration is taking place at Peterson Productions today. Those adding a year are Roy Le May and James Marr of the cast of "Junior G-Men", the Peterson program on WOR, and Gilbert Braun of the producing company's staff.

DON KERR

Master of Ceremonies

WMCA

Fox-Fabian Amateur Hour

Harlem Amateur Hour

Paramount Professional Parade

Programs That Have Made Station History

No. 16—KWTO's "Ozarks Newscast"

FIVE minutes of each week-day's schedule on KWTO, Springfield, Mo., are devoted exclusively to who's who and what's what in the Ozarks of Missouri, Arkansas, Kansas and Oklahoma.

These tid-bits of social, civic, church, community and even personal news would, as a rule, be foregone by the news broadcasters in their rush to give the public the day's "hottest" and latest happenings.

Catering directly to the smaller towns and rural areas, yet accepting items of interest in the large cities of the area, this "Ozarks Newscast" has become increasingly popular during the two years of its existence at 9:45 a.m. on KWTO. Idea was originated by John E. Pearson, news editor, now national accounts manager.

Tragedies, deaths and the more important stories are given on the eight regular 15-minute newscasts daily on KWTO, so at 9:45 each week-day morning, residents of the Ozarks know that they can hear who's in the hospitals, what couple has a new baby, all about the cross-

roads community singing, who's moved where, and other typical "home-folks" news of the type that makes the country weekly or the "personal" column in a daily newspaper so universally popular.

You'd be surprised how many towns, persons, and events can be included in just five minutes, handled in a breezy manner by Joe Evans, recently graduated from Missouri University and a typical "home-town" boy from Pine Bluff, Arkansas. Welsh Packing Co. of Springfield, Mo., sponsored the program for 10 months, gave away 10,000 cookbooks, increased business far beyond their fondest dreams on their "Ozark Brand" hams and bacon. Latest sponsor is Faultless Starch of Kansas City, who, by using clever tie-ins instead of blunt commercials is obtaining surprising results throughout four-state district.

KWTO believes no station is too large but that a "Home Folks" newscast, exclusively for home folks, will be one of the most popular on the station.

Saunders New Sports Commentator

Ray Saunders, WHN staff announcer, is the new sports commentator on the station and is heard every evening at 6:45-7 p.m. Saunders used to handle the dramatizations on the gridiron Smokers and also gave the play-by-play descriptions of the Columbia football contests from Baker Field last year.

WJBW Suit to Be Heard

New Orleans—The Louisiana Supreme Court refused Charles Carlson, owner of WJBW, a rehearing on its recent ruling that civil district courts had jurisdiction over radio station contracts under certain circumstances. The ruling paves the way for Judge Hugh Cage to hear the case on its merits.

CBS to Air Davis Cup Matches

CBS yesterday completed arrangements with the British Broadcasting Corp. whereby CBS will broadcast a play-by-play description of the U. S.-German Davis Cup matches in England. Col. R. H. Brand, noted sports commentator for BBC, will be at the mike Saturday at 10:30-11:30 a.m., Monday at 12 noon-12:15 p.m., and Tuesday at 2:30-2:45 p.m.

NBC Italian Guest Announcer

Lisa Sergio, whose English and French radio programs over 2RO, NBC short-wave station in Rome, have won for her recognition in international broadcasting, has arrived in America, her mother's native land, to make a study of American radio and to act as guest announcer for NBC.

Planetarium Series on WINS

WINS tonight at 8 inaugurates a new series from the Hayden Planetarium. It's titled "Romance of the Stars", and will involve questions and answers in astronomy.

"Speak Out", the thrice-weekly WINS program conducted by Norman Saxe for the aid of persons with speech impediments, has been changed to a new time, Tuesday-Thursday-Sunday at 9 p.m.

Soviet Fliers on NBC

Word picture of the arrival of the Soviet flyers at the army field, Riverside, Cal., was scheduled for the NBC-Red network last night at 10:45. NBC special events department had an exclusive on the broadcast because they were the only ones who had lines into the field.

Nola Day Signed by NBC

Nola Day, contralto recently arrived in New York from the coast, has been set by NBC to star in a series of twice-weekly popular music programs, Saturdays at 8:15-8:30 p.m. and Wednesdays at 7:15-7:30 p.m. over the NBC-Blue network. Norman Cloutier and his orchestra will accompany her.

McKnight to Write for Follies

Tom McKnight of McKnight & Jordan Inc. has been signed by the Shuberts to write sketches for the forthcoming edition of the "Ziegfeld Follies."

Bestry Signs Jane Pickens

Jane Pickens has been signed to an exclusive contract by Harry Bestry, artist representative. Contract becomes effective immediately.

COMING and GOING

FRED HART, owner of KGMB, Honolulu, Mrs. Hart and his daughter, MARGARET, are in town preparing to sail on the Saturnia on July 24. He will remain in Europe until October. While abroad Hart will make a special study of ultra-short wave radio and television.

GEORGE BOLLING will arrive in New York the middle of next week to acquaint himself with his new post as head of the John Blair & Co. eastern office, succeeding Murray Grabhorn, resigned. Shift becomes official on Aug. 1.

WOODY WOODHOUSE, salesman and sports announcer at WDNC, Durham, N. C., will visit New York on his vacation, which starts July 26.

BOB BRADLEY has left KLZ, Denver, for New York, where he has been signed for Heinz's "Magazine of the Air".

A. L. ALEXANDER leaves today or tomorrow for Boston to visit his mother.

AL CORMIER of WIP, Philadelphia, was in town yesterday for a brief visit.

CARL G. DIETSCH, NBC engineer, is spending his vacation in Toledo visiting his parents.

ANDRE KOSTELANETZ, after his concert at Chicago's Grant Park on July 31, will plane to the Coast with LILY FONS.

ROY E. BLOSSOM, manager of WFBM, Indianapolis, is sunning in Bermuda.

PEGGY REILLEY, WISN, Milwaukee, continuity writer, is sailing from New York on July 23 en route to Dublin for a month's vacation.

DONALD FLAMM returns from Europe on July 22.

HARRY EINSTEIN (Parkyakarkus) and his wife, THELMA LEEDS, return to Hollywood today after a short sojourn here.

HARRY McFAYDEN, TOM HUTCHINSON and CARLO EDWARDS, NBC production directors, leave tomorrow on vacation.

CECILE CUMMINGS of NBC program desk returned yesterday from trip to Ireland.

Networks Gave 12 Hours To Boy Scout Jamboree

Networks devoted a total of 11 hours and 45 minutes of radio time to describe to listeners what was happening at the Boy Scout Jamboree in Washington last week. NBC had 13 programs for a total of four hours and 45 minutes. Mutual put on 12 programs for a total of five hours. Columbia had five programs for a total of one and one-half hours. WJSV, WMAL and WOL, local Washington stations, carried additional programs besides those fed to the national networks.

WMCA Claims News Scoops

Two radio news scoops were claimed by WMCA yesterday in reporting the death of Senator Joseph T. Robinson, which was aired by the station at 9:34 a.m., and the story on the landing of the Russian fliers at San Jacinto, Cal., aired at 12:22 p.m.



Greetings from Radio Daily

July 15

Roy Le May

Gilbert Braun

James Marr

Howard Lanin

FCC FATE AGAIN STIRS SPECULATION IN WASH'N

(Continued from Page 1)

or even abolish any of the agencies, subject to approval by Congress.

The FCC was three years old Sunday.

Another piece of radio legislation, Senator White's proposed investigation of the entire industry, is likely to be put over to the next session due to continued delay in settling the Roosevelt court program. Senator Burton K. Wheeler, chairman of Interstate Commerce Commission, told RADIO DAILY it now looks as though there is little hope for White's bill this session.

Senator Robinson, incidentally, was the favorite name mentioned as a possibility for "czar" of the radio industry. Big station owners believed that the broadcasters should hire a man of his standing for the next three years to work in Washington for important legislation.

CIO's Radio Campaign May Commence Sooner

(Continued from Page 1)

collapse within another year unless drastic measures were enforced to offset all the bad publicity. Radio is regarded as the main hope of John Lewis' organization. Dr. Gallup, in support of his statements, released figures to the press at the time of his statement.

Although not scheduled to begin until the fall, it is generally understood that Lewis has as yet not approved of the radio campaign. That he will be persuaded to act soon by other officers of the organization is believed quite certain. Already, despite Lewis' hesitancy, one radio series was attempted, but was not successful. Plans now call for a series over national hook-ups, with the CIO attempting to reach millions of workers each week in a concentrated drive. It is still doubtful, however, whether or not the CIO will be able to get time on the national webs. It is probable that plans will wait upon the decision of the National Labor Board in Washington in regard to the ARTA situation. A favorable decision toward the ARTA will allow the CIO to force a national web to give it the time requested.

J. W. Marrow Extends

J. W. Marrow Co. has extended its NBC contract an additional three weeks, terminating current commitment on Sept. 19. Henry Busse and orchestra are on the show.

ANICE IVES'

"EVERYWOMAN'S HOUR"

WMCA

Mon. thru' Fri., 11:15 to 11:45 A. M.

"There's nothing she can't sell."

NEW PROGRAMS—IDEAS

"Our Baltimore" Returns

"Our Baltimore," the highly successful series of programs emanating from industrial plants in Baltimore, presented over WBAL for a number of months, will return Sunday at 10:30-11 a.m. The first broadcast will come directly from the Dress Dairy plant.

During these remote broadcasts, Brad Bradley, WBAL commentator, paints a word picture of the inner-working of industrial organizations. The complete process of manufacturing or assembling, whichever it happens to be, is explained. Executives and employees are interviewed on the various phases of the work.

Bank Sponsor Salutes Clients

"Romance of Fort Wayne Business," heard each Wednesday night over WGL, sponsored by the Fort Wayne National Bank, is catching on very successfully.

Program is unique in that it publicizes and eulogizes the various companies patronizing the aforementioned financial institution by describing the history and personnel of the companies, and by relating the story of the industry during its own particular broadcast. Harold D. Cothrell, assistant cashier and advertising manager at the bank, is in charge of production, assisted by the WGL production staff. An ensemble directed by Maury Cross provides the musical interludes.

Title Change Does Trick

The show was doing good—bagging weekly consistently large mail returns—but Maurice Coleman, manager of WATL, Atlanta, just wasn't satisfied. Felt the program needed some change. He studied it and sure enough the following week made a change. "All-night Dance Party" became "Dancing 'Till Dawn" in this 1-6 a.m. program. Result: Mail returns greater on that one broadcast than the entire previous month—in fact, the show set a record high for mail received from any program on the station.

New tie-ups are also being effected so that through diversified ways a national or sectional advertiser can benefit from a large ready-made audience.

Series of County Fairs

A series of broadcasts originating from County Fairs in Indiana is being launched by WFBM, Indianapolis. Shows will come from leading county seats until September, when Indiana State Fair will convene. As usual, WFBM will broadcast regular programs from own building on State Fair Grounds. Initial airing of County Seat Fair broadcasts will come from Franklin (Johnson County). Mayor L. W. Oliver, president of Fair Board, and other local dignitaries will speak over mike. Ma-

sonic Home Boys' Band (Franklin) and WFBM talent will supply entertainment on grounds and during broadcasts.

"Your Local Government," station feature on Thursdays at 9:45-10 p.m., presents city and county officials with info about operation of municipal and county governments. This series succeeds WFBM's shows pioneering state and county officials centering about the Governor's discussions as early as 1933!

Eerie Drama on Orange Web

Something new and different in the form of thrills and chills is being heard each Sunday night over the Orange network of California in the KYA program known as "Zero Hour."

The initial broadcast dealt with an insane surgeon who invented an artificial heart. He conceived the idea of attaching it to the heads of friends whom he lures into his laboratory and murders for the purpose of experimentation. This eerie drama originates in the Sacramento studios of the Orange network.

Informal Jollification

WFBM, Baltimore, has inaugurated a new Saturday night program in the nature of a jollification during which a variety of features are presented. "Let Yourself Go" is the title, with Grent Gunts as emcee; Henry Hickman, announcer; Ray Hall, Al Hornig and others. One of the opening features was a hilarious spelling bee. Similar features, including games, are to be offered and the public has been invited to attend and join in the community singing.

Pessimist Club

The Pessimist Club, originated by Announcer Russ Baker and Chief Control Operator Joe Herold of WOW, Omaha, to keep them awake Sunday nights, has gone on the air. Baker and Herold believe that there are as many pessimists as optimists in the world and they desire to help the pessimists keep their standing. Letters and ideas from club members are read on the program.

Woman's Service

"The Woman's Service of the Air," is a new series of tri-weekly 15-minute broadcasts being presented over WHBL, Sheboygan, Wis. Monday's program concerns itself with foods, Wednesday's with interior decoration and Friday's with fashion, beauty and charm.

STAR RADIO PROGRAMS, INC.

— PRESENTS —

The Scriptfolia

"A COMPREHENSIVE LIBRARY OF CONTINUITY"
250 PARK AVENUE NEW YORK CITY

INCREASED RADIO BUDGET BY TIRE-RUBBER FIRMS

(Continued from Page 1)

years advertising expenditures have been more than doubled, with radio business also growing. The 1935 figures show that \$696,801 was spent on network time, and in 1936 \$647,254. Total, \$1,346,055, is more than double preceding years' expenditures.

Radio Shows Are Stronger Than Theater

"No competition is keener than that which a radio show faces. If a listener doesn't like the show he merely turns the dial until he finds one that he does like.

"The movie fan or theater-goer, on the other hand, shops around for good pictures or shows to see. They are, in addition, helped by the critics. Once the ticket is bought, competition ends.

"It is for this reason that a radio show must be perfect in order to be popular. The very fact that a radio show is offered to the public free of admission prices, makes it necessary for it to be of high quality. It doesn't cost any more to listen to a good show than it does to a bad one.

"This competition is the most wonderful individual feature in broadcasting. Radio gets better and better because of it." — ROBERT EMMET DOLAN.

Swim Lessons on WJAY

Cleveland—H. K. Carpenter, general manager of WHK-WJAY, and John T. Vorpe, production manager, have completed arrangements for broadcasting what is believed to be the first series of educational swimming lessons ever put on the air. Floyd Zimmerman, swimming supervisor of Billy Rose's Aquacade at the Great Lakes Exposition, has consented to act as instructor in the weekly broadcast to start on WJAY next Tuesday at 1:30 p.m. Zimmerman has constructed a special beginner's platform at the Aquacade so he can start the series with fundamental instructions.

Borden Fading

The WEAF "Borden Special Edition" program fades from the station after the July 23 broadcast. Program is heard Fridays, 1:30-2 p.m.

TRAVEL AMONG STARS

Film folk fly United to CALIFORNIA — 3 stops — 17-1/6 hours. 3 fast flights daily. Don't waste biz days! Overnight Mainliner lvs. New York 5:55 p.m.—LOS ANGELES or SAN FRANCISCO for breakfast. CHICAGO — 3 non-stop flights daily.

*** UNITED AIR LINES ***

GUEST-ING

FRANCES FARMER, FRED Mac MURRAY and CHARLIE RUGGLES in "Exclusive", on "Hollywood Hotel", July 23 (CBS, 9 p.m.).

DALE CARNEGIE, on "Magazine of the Air", July 23 (CBS, 11 a.m.). CROSBY GAIGE, on same program, July 21.

ILKA CHASE, NIELA GOODELLE and STUART CANIN, on Gulf summer show, July 18 (CBS, 7:30 p.m.).

BEN BERNIE, on Gillette Razor program, July 18 (CBS, 8 p.m.).

JACK NORWORTH, on "Universal Rhythm", July 18 (CBS, 9 p.m.).

CHARLES RUGGLES, on Benny Goodman program, July 20 (CBS, 9:30 p.m.).

DICK POWELL, on Werner Jansen program, July 18 (NBC-Blue, 7:30 p.m.).

MARTHA RAYE, with Radie Harris on the Movie Club tomorrow, (WHN, 10 p.m.).

HENDRIK WILLEM VAN LOON on "Hit Parade," Saturday (CBS, 10 p.m.).

CLIFF NAZARRO and LANNY McINTIRE'S HAWAIIANS on Al Pearce show, July 20 (CBS, 9 p.m.).

MARGARET McCREA on the "Sunday Night Party," July 18 (NBC-Red, 10 p.m.).

Gen'l Transcriptions Folds

General Transcriptions Features, Inc., formerly of New York, has ceased operations, it was learned yesterday. Future plans of George Fields, president, were not announced. Norman Furman, also affiliated with the concern, is conducting his own business as usual.

Inventions on WQXR

"Can It Be Done," program dealing with inventions, made its bow at 9-9:30 last night over WQXR.

Coming Events

July 12-17: International Congress of Short Waves, Vienna.

Aug. 2: Semi-annual meeting of the American Radio Telegraphers Association New York.

Aug. 4-5: Stewart-Warner Corp. distributors' convention, Edgewater Beach, Chicago.

Aug. 23: Credit Retailers' Ass'n of America annual convention, Hotel New Yorker, New York.

Oct. 21-22: American Ass'n of Advertising Agencies Pacific Coast Convention, Hotel Del Monte, Del Monte, Cal.

Nov. 26: Inter-American Radio Conference, Havana.

Dec. 8-12: Eighth Annual International Radio Club Party, Havana.

Feb. 1: International Telecommunications Conference, arrangements being made by General Manager of Egyptian State Railways, Telegraphs & Telephones, Cairo, Egypt.



● ● ● Carl Hoff has been made permanent conductor of the Al Pearce-Ford show, with Larry Marsh out of the running when the show returns to N. Y. in five weeks. Hoff was originally slated for the road tour only...Vernon Duke with Ira Gershwin will complete the music for the "Goldwyn Follies"...Chappell will close at two today because of the Gershwin funeral...Eddy Duchin will do four weeks of vaudeville after his Chi engagement and returns to the Plaza in Sept....Ferde Grofe's airings for the CBS bank sponsor fades Aug. 6 and he returns in the fall in an hour of semi-symphony music...Jerry Cooper will be back on "Hollywood Hotel" Friday after a two-week absence due to a throat ailment...Durelle Alexander will be Al Donahue's VOCALIST at the Rainbow Room starting the 28th...Horace Heidt goes to Detroit instead of Chi...Fibber McGee and Molly will do six weeks of personals...Vincent Travers will conduct Russ Morgan's band on the Phillip Morris show while the latter rests...Travers signs a contract to head his own commercial Aug. 9...Airactress Ethel Everett, vacationing abroad, postcards from Switzerland for us to make a ditto trip "and add it to your Monday petty cash voucher."

● ● ● Yesterday at lunch some one said a few words which impelled silence in the noisy room...They were: "The Almighty will cast His biggest show with Jean Harlow as leading lady and Colin Clive as leading man...Al Boasberg will write the script and George Gershwin the music, with the entire production under the personal supervision of Irving Thalberg"...Ben Hawthorne, who with his cow, Bessie, conducts the "Morning Watch" at WTIC, Hartford, Conn., will be on the summer faculty of the Conn. State College...Ben, who's the great-grandson of Nathaniel Hawthorne, addressed the Faculty Club of the College some time ago about broadcasting cows (not opera singers) and they decided that the summer students also required a little info on this subject.

● ● ● Bobby Crawford regained consciousness yesterday afternoon and answered the questions of his wife, who arrived from the coast...Mark Warnow's starting date on Lucky is Aug. 14...Harry Salter's click will net him a repeat on this show...Parkyakarkus, who came east with Al Jolson to go abroad and honeymoon with Thelma Leeds, was SOS'd from the coast to start "An Apple a Day" with Joe Penner for RKO...Ice Rines is auditioning singers who will appear as gueststars on his Gruen series...Bing Crosby is bankrupting Tin Pan Alley with "inside tips" on his horses!...Ina Ray Hutton has won her concessions from the Mills office and will remain their stellar attraction...Frances Carroll, who was in readiness to succeed Ina, will be given another ork to swing...Lincoln Music moves into larger space next month...Joe Keit, who has been in the music industry for over 20 years and still knows more than many wiseacres around, should be snapped up by a firm interested in results rather than alibis...Mickey Alpert has a new Packard with a chauffeur—proving that it isn't always necessary to have a "major" wire.

● ● ● Neil Schaffner, when he returns to the National Barn Dance troupe in Chicago after touring with a tent show in Iowa, will unload his trailer first at the Windy City's produce market...Iowa farmers have been paying their admittance with spring chickens and pigs besides choice vegetables...WLS, Madison, Wis., is seeking to relieve the state's Limburger cheese marketing problem...The station is endeavoring to stimulate an interest in the cheese that will lead in greater consumption of the product...Every possible angle is being used via the station to co-operate with the local department of agriculture and markets to arouse the listener's curiosity in the "forbidden delicacy."

NEW BUSINESS

Signed by Stations

WGY, Schenectady

McKesson & Robbins, Bridgeport, Conn.; Fort William Henry Hotel, Lake George; Baldwin Laboratories, Saegertown, Pa. (insecticide); American Oil Co., Baltimore; White Beach, Ballston Lake, N. Y.

KTSM, El Paso

Seven-Up Bottling Works; Chicago Engineering Works, "Modern Miracles"; Rio Grande Lumber & Fuel Co. (paint), "Strange News and Familiar Music".

KYW, Philadelphia

Bulova Watch Co., evening time signals, starting Sept. 1, through Biow agency.

WHBF, Rock Island

Martha Turner Cosmetics, Chicago; Highland Potato Chip Co., Des Moines; Mississippi Valley Fair, Davenport.

WMAZ, Macon, Ga.

Coca Cola bottling companies in Macon, Milledgeville, Sandersville, Eastman, Fort Valley, Hawkinsville, McRae and Vidalia, 130 quarter-hour disks, "Singin' Sam."

WNEW, New York

General Foods (Diamond Crystal Salt), through Benton & Bowles; Carter Medicine Co., renewal, through Street & Finney; General Supply Co., through Scheer Adv'g Agency, Newark; Madison Personal Loan Inc., through Klinger Adv'g Agency; Home Furniture Co., through Schillin Adv'g Agency; Yeckes & Eichenbaum (Woozie-Woozie Melons).

Philadelphia

WFIL: Lever Bros. (Spry), renewal, through Ruthrauff & Ryan; Saratoga Ass'n for Improvement of the Breed of Horses, through Leighton & Nelson, Schenectady, N. Y.; United Industrial Union of Hosiery Workers (labor talk).

KOA, Denver

Old Homestead Bread Co., 177 one-minute announcements, and 78 15-minute transcriptions.

2 WHN Renewals

Oxydol, through Blackett-Sample-Hummert, has renewed for another 13 weeks on the Amateur Hour over WHN. C. Houston Goudiss also has renewed the "What To Eat and Why" program for an additional 52 weeks.

WITH THE ★ WOMEN ★

By ADELE ALLERHAND

HELEN KING will add her signature to contract making her judge in the new Kellogg Contest within the next 24 hours.... Lily Pons, who leaves for Hollywood come the end of July to manufacture a celluloid "Girl in the Cage," to celebrate Bastille Day and her Gallic antecedents out Ridgelyway, at the Outpost Inn.... Guests will include Geraldine Farrar and Andre Kostelanetz (sic).... Rawls Hampton, the "Wise Man," is busy immortalizing his culinary philosophy in print.... Tome will be called "Food for Thought".... George Frame Brown is collaborating to the extent of contributing a few reflections anent crepes suzettes.... Dorothy Doncourt, who boasts Ken Murray as a brother, is out in Hollywood being entertained by him in the inimitable Murray manner.... Patti Chapin's getting her exercise in the "old swimming hole" somewhere in Connecticut.... she calls the sylvan spot "Patti's Pool"....

▼ ▼
Amri-Galli-Campi, coloratura soprano of mixed Teutonic and Latin ancestry, to offer a recital on WQXR's Artists' Recital program, Sunday, 2:30-3p.m.... The diva's authored a grand opera titled "Air Castles," combining motion pictures with stage action.... Jean Colbert, back from her Florida combination vacation and honeymoon, brown as the proverbial berry and fit as the famous fiddle.... "Bachelor's Children" Patricia Dunlap is learning to bicycle all over again.... Sartorial aside to blondes.... Dolores Hanford at WICC, effectively garbed in dark linens and floppy straws.... Sunda Love of "The Romance of Helen Trent" Maine-bound on Saturday....

▼ ▼
Helen Nolan of CBS publicity department at home with a cold.... June Aulick of that outfit, who's been vacationing on the coast with Kathryn Cravens, the "flying commentator," expected back on Monday.... Wonder how Florence Marks of NBC Press is getting on up at Martha's Vineyard where the lucky lass is enjoying a month's loaf with husband Bosley Crowther and baby Bozzie.... Dorothy Wilkens, vocalist with Peter Kent's New Yorker orchestra boasts a repertoire of over one thousand songs.... Allie Lowe Miles, who conducts a women's club program over WOR Mondays and Wednesdays, has accumulated over 300,000 pieces of mail in the course of her ether labors....



LEON CHURCHEON, program director of KYA, brought his "Do you want to be an announcer" idea to KEHE for release over CRS on Tuesday night. Visit here necessitated by the hundreds of ambitious tyros who had applications in at KEHE and were unable to leave town for a tryout.

Broadcasting Service Association Ltd. has contracted for 65 of the "Frank Watanabe and the Professor" transcriptions for Australia, through Dr. R. L. Power.

KMTR has a new remote from the Knickerbocker Hotel, 5-6 p.m. Mondays through Friday, with Jimmy and his Saddle Pals, Colonel Volney James and Uncle Herb Land, plus a surprise guest each night.

Rudy Cornell's analysis of the "lead" newspaper story each day in his "Behind the News" period on KMTR is clicking and productive of much favorable comment.

★ "Quotes" ★

WALTER CASSEL: "Many of radio's executives believe that the trend of bigger radio programs is toward Hollywood. It is true that many of the big programs already originate in Hollywood studios, but I believe that the great change will not come about until television is in use for the public. At that time sponsors, more than ever before, will be seeking picture people with good looks, talent and personality. When this, not too far off, condition exists Hollywood will possibly be the greatest center in these United States for Radio-Television broadcasts."

DOROTHY LAMOUR: "Far-sighted radio broadcasters are developing the stars of tomorrow in the film colony. Radio leaders realize the significance of the approaching advent of television. Hollywood, which once was the vantage point of picture stars, is rapidly becoming the most important radio testing ground in the country. Television talent may not be garnered from established picture stars, but it will come from Hollywood."

BARRY McKINLEY: "When television finally arrives upon the scene, I wonder how radio executives will sell the time during luncheon and dinner hours? The vast majority of dialing millions would have no inclination to tune in and watch a broadcast while eating. A sponsor would be foolish to prepare a colorful program at such an hour!"



JACK PEARL, *the famous*
Baron Munchausen
of the Radio

PACKARD LEKTRO-SHAVER!

If your idea of a warm-weather picnic is to lather your face with hot water and scrape your sun-burned skin with a razor blade this ad is not for you. It's addressed to men who want cooler, smoother, quicker shaves for these midsummer days.

The patented smooth round head and four-way shearing action of the Packard Lektro-Shaver will give them to you—now and forever more. No soap, water, brush, lather or blades. No danger of cuts or nicks—no razor rash or ingrown hairs. It'll shave as close as you want—and you don't even have to take your jacket off.

Better stores everywhere carry Packard Lektro-Shaver. It is one of the many products manufactured by Dictograph Products Co., Inc. **\$15**

DICTOGRAPH PRODUCTS CO., INC.

580 Fifth Avenue - - - New York, N. Y.

MANUFACTURERS OF PRECISION EQUIPMENT SINCE 1902

PROMOTION

Scriptfolio Campaign

An intensive promotional drive is being started this week by Star Radio Programs Inc. on behalf of its new service, "Star Scriptfolio", a comprehensive library of continuity to serve both commercial and sustaining needs of the smaller stations. The continuities were originated by Burke Boyce and a staff of program writers and designers.

In connection with the drive, Star is releasing a descriptive brochure which describes the features in the "Scriptfolio," lists several station comments, and contains first pages from the seven half-hour programs, 30 musical announcement leads and 20 commercial tie-ins as samples. The brochure's slogan is "It's not what you play—It's how you play it!" The idea being that when transcriptions are broadcast, they should be accompanied by well-written continuity that gives the local program director the chance to build his own showmanship into the program, giving it local appeal. Star released the "Scriptfolio" every week, and the new promotion drive is under the direction of W. C. Gartland.

Brochure on Jewish Market

WLTH, New York, is readying an eight-page brochure titled "Mrs. Cohen Goes A-Buying," covering results of a survey made by Ross-Federal Research Corp. The study was conducted with grocery dealers, located in the five boroughs, who were asked the question: "If you were a food manufacturer and wanted to sell your product to the Jewish people in New York, which do you think would be the best way to advertise?" The results conclusively pointed out that out of a total number of 102 interviews 86 mentioned "Over a Jewish Radio Station."

The issuance of the brochure is part of the systematic promotion plan now under way in putting before agency time buyers the convincing facts about the Jewish market. Also being prepared is a folder "Ten Reports a Week" which tells about the outstanding results attained by the Marshak Maltmolak Company in their broadcasting over a span of two successive years.

Two WMT Tieups

Leo F. Cole, merchandising manager for WMT, Cedar Rapids-Waterloo, has just completed two merchandising campaigns tying the local dealers and the dealers around the state in with the products being advertised over the air.

In conjunction with the Tom Moore cigar announcements offering a golf ball for 15 cigar bands, Cole sent out letters calling dealers' attention to this campaign and urging them to "tie UP with this campaign and your customers will tee UP with U. S. Nobby golf balls."

Large window placards calling attention to the News programs sponsored by Jack Sprat food stores have

STATIONS OF AMERICA

Highlights in the Development of Outstanding U. S. Radio Stations:
No. 51 in a Series

WSVA—Harrisonburg, Va.

550 Kilocycles—500 Watts

FLOYD WILLIAMS, Owner and Gen. Mgr.,

CHARLES P. BLACKLEY, Commercial Mgr.

W. L. LYNCH, Chief Engineer

WSVA, though a comparatively new station, has made marked progress in serving the rich Shenandoah valley of Virginia. The station was established June, 1935, and has been operating since then under the able guidance of its progressive manager, Floyd Williams, who has adhered to a policy of building shows around local talent. Some of the programs which started when the station commenced operation are still on the air today.

As the station's territory, which is largely rich rural area, is surrounded by mountains, some of the more powerful outside stations are unable to put in a good signal, particularly during the daytime. Hence, the station's advertisers are in the fortunate position that many listeners are obliged to tune in WSVA for radio reception.

In addition to the regular studios and offices in Harrisonburg, sales offices are maintained in Staunton, Va. Present plans contemplate modern equipment and studios in the very near future.

VIEWPOINTS

Urges Singers to Learn How to Play Instruments

"Learn to play an instrument if you would become a famous singer." Most singers think they are well prepared for a career once they can hit certain notes, read music and use their vocal organs properly. But actually, there is more to singing than that. You should be able to add to a melody in a harmonious manner and you should have a feeling for proper timing. These things come to you only after studying a musical instrument that has led you into such fields as counterpoint, phrasing and harmony.

"Most of the most popular singers have found this out. Perhaps you've never heard them but nevertheless they all play one instrument or another. A few such singers are Rudy Vallee, Breen and deRose, Neila Goodelle, Vaughn DeLeath, Walter Cassel and Jean Sablon."—DOROTHY DRESLIN.

just been distributed to every Jack Sprat dealer in the coverage of WHT and are being displayed in prominent places in each dealer's store.

New Slant on Surveys

In a booklet titled "You Can Have It," WOR gives some new slants on audience surveys, the result of a series of studies made for the station in the past year by Crossley Inc. and Clark-Hooper.

Booklet contends that "it doesn't matter whether an audience survey ranks your program first, second or

Ability to Speak Lines Important for Vocalists

"It is important for a vocalist to be able to speak lines. The trend seems to be for singers to be masters of ceremonies, or at least to announce their own numbers. Lanny Ross, James Melton, Rudy Vallee, Jerry Cooper, Grace Moore and Nelson Eddy all do their own announcing, and sponsors seem to like the idea.

"No longer can a sponsor get away with a ruse such as was perpetrated on the old Showboat program, when Allan Joslyn was the speaking voice of Lanny Ross and Rosaline Greene spoke the lines for Muriel Wilson. Singers must speak for themselves. The public wants to hear their voices in speech as well as in song.

"Singers are studying voice now, and the new crop of shows that will be harvested during the summer and in the fall should definitely establish most of the top-notch vocalists as comedians, masters of ceremonies and actors and actresses. Who knows, they might even give the commercials?—JANE PICKENS.

third; the point is, how many people are listening to the program."

New P. & G. Contest

Procter & Gamble have announced a new contest to promote the sale of American Family Flakes and American Family Soap. Contest, run as a weekly affair, offers new Studebaker cars with 1,000 gallons of gasoline as a first prize. Contestants must finish the sentence "I like American Family brand because—" and must send in a wrapper from both products.

ORCHESTRAS MUSIC

DUKE ELLINGTON and his orchestra will play the Palace theaters in Chicago and Cleveland on July 30 and Aug. 6, respectively.

Cab Calloway and his Cotton Club orchestra return July 30 from their tour. They play a week at the 125th St. Apollo, then begin work immediately in a new feature picture for Republic.

Kenny Baker introduces four new Warren and Dubin numbers in his first starring picture, "Mr. Dodd Takes the Air," Mervyn LeRoy's latest production for Warner Bros. The tunes, written especially for the film, are: "Remember Me?" "Am I in Love?" "Here Comes the Sandman" and "The Girl You Used To Be." These songs, which are being released by M. Witmark & Sons, comprise what many believe to be one of Warren and Dubin's most delightful scores.

Hudson-DeLange orchestra, with vocalist Nan Wynn, will close a big season at Playland Casino, Rye, N. Y., on Aug. 7 and start on a theater tour.

Lucky Millinder and the Mills Blue Rhythm Band will be featured at Loew's State Theater on Broadway the week of July 22.

Andy Iona and his Hawaiians are being heard several times weekly over WOR-Mutual, coast-to-coast, from the Hotel Lexington in New York. It's in keeping with the vogue resulting from the popularity of Harry Owens' song, "Sweet Leilani."

Arturo Toscanini, celebrated Italian maestro, will open NBC's third season of programs from the famous Salzburg Festival in Austria with the first act of Verdi's Opera, "Falstaff," to be heard July 26 at 2:05-2:40 p.m. over the NBC-Red network. The second Salzburg opera "The Magic Flute," will be broadcast July 30.

Dick Powell will sing three songs from two of his new pictures on Werner Janssen's program over the NBC-Blue network Sunday at 7:30 p.m. Two of them, from "Singing Marine," are "You Can't Run Away From Love" and "I Know Now." The other number, "On With the Dance," is from "Varsity Show," a picture not yet released. Loretta Lee, regular blues singer of the program, will sing "Dinah" and "Mama Inez." Janssen will conduct his 38-piece orchestra in a medley called "Music That Washington Knew," the "Pan American Rhapsody," which includes a "hot" arrangement of "La Cucaracha," and Dvorak's "Largo."

Roland Jordan Joins NBC

Roland W. Jordan, formerly with KOA and KLZ, Denver, has joined the NBC engineering department as maintenance engineer.

RADIO PERSONALITIES

No. 51 in the Series of Who's Who in the Industry

JIMMIE JEFFERIES, radio director of Tracy-Locke-Dawson Inc., advertising agency of Dallas, and a leading comedian in the South, won an amateur contest in the dim, dark past when he was 17 years of age, thus catapulting into a career that has made him famous on the stage and more recently in radio. Magazines and scores of his fans have rated him in the field with Jack Benny, Kenny Baker, Fred Allen and Fibber McGee.

Plumpish and affable, Jimmie is the victim of much ribbing on the Dr. Pepper Pepper-Upper show, the variety program heard every Sunday over the Dr. Pepper Dixie-Network of 23 major radio stations in the South. He is also the star of the Dr. Pepper Cadet program for children heard five afternoons each week over WFAA, Dallas.

Only once did Jimmie leave his native South—in 1935 when he emceed NBC's morning hit parade for a year. About New York, where he was more than moderately successful, he says with typical good humor, "I've had plenty." He remains deaf to offers from North and East.

Jimmie admits a pardonable fondness for Southern fried chicken, Southern hot biscuits, Southern girls and Southern carbonated beverages.

Asked what was his favorite sport, Jefferies said—dueling! The gag man explained: "Dueling saves time because you need only two seconds!"



Likes the South—and the South likes him.

☆ Program Reviews ☆

"Hammerstein Music Hall"

Reinald Werrenrath, one of our very best baritones, gave a beautiful rendition of "Homing" as the headline item on last Tuesday night's Ted Hammerstein program over CBS. A close runner-up was Abbey Mitchell, Negro vocalist, who put over "Wid da Moon, Moon, Moon" very nicely. Ann Pennington, the noted dancing darling of musical comedy, sang a couple of popular numbers and topped them off with a dance, while Charles Magnante tickled his familiar accordion. Comedy was provided as usual by Jerry Mann, who has just completed his first year as the comedian of this program and deserves a hand on that score alone. Jerry has done some good radio trouping in the course of these twelve months, making the most of good material when he had it and often succeeding even with poor stuff. Radio should hear plenty more of him as time goes on.

Ben Bernie

Bringing along a couple of his amusing dialect songs, Italian and Irish, Gus Van visited the Ben Bernie program on the NBC-Blue network Tuesday night and added much to its entertainment. Van is one of those tried and true artists who should be on the radio more regularly. Another bright spot of Bernie's Tuesday show was Lucy Monroe, who treated the listeners to two fine vocal selections. The Vass Family also continues to be a delightful item on the Bernie menu. And the old maestro himself is maintaining his excellent form week in and week out, the heat notwithstanding. Same goes for his whole aggregation and for announcer Alois Havrilla.

"Enemy of the People"

Federal Radio Theater's latest presentation in its Ibsen cycle, a one-hour version of "Enemy of the People", offered Tuesday night at 9 p.m. over WQXR, was a little bit of a letdown from the previous presentation. Though the parts were very clearly read by the cast, the staging seemed to be missing a bit on the emotional cylinders. Furthermore, this is one of the Ibsen plays that does not have quite the force today that it had earlier in its career. It's a social drama wherein an honest barrister, seeking to enlighten his fellow citizens regarding injustices and to assure their welfare, is fought and branded a lunatic by his mercenary brother and a few other rich and influential persons.

"Symphony In Rhythm"

As delectable a course of dinner music and vocals as you'd want to hear was caught over WOR-Mutual on Tuesday evening at 8:30-9 p.m. Emanating from the WGN studios in Chicago, with the WGN Dance Orchestra under the direction of Harold Stokes, and a well diversified assortment of vocalists judiciously interspersed, the program was a continuous source of high pleasure. Melodiously rhythmic, restful and relaxing as well as entertaining to the ear and stimulating to dancing feet, it hit the spot on all counts.

... Radio's own daily newspaper modestly presents a series of 100 unsolicited testimonials as to what Radioland thinks of RADIO DAILY.

WTNJ

"... There is a battle for RADIO DAILY in this office every morning, each trying to see who is going to be the first with the latest news regarding the broadcast industry."

Edward D. Clery
Vice-president.

WESG

"... In RADIO DAILY you have a mighty fine newspaper which, in my opinion, no one in the business can afford to be without."

Dale L. Taylor
Manager

KMMJ

"... Almost without realizing it, I have come to look forward every morning to receiving RADIO DAILY. Keep up the good work."

Randall Ryan
General Manager.

... RADIO DAILY is six months old. It is growing fast. It already has the confidence of a great progressive industry. Watch RADIO DAILY.

PHILADELPHIA

WFIL engineer Frank Kern is the poppa of 8 pounds of lovely girl. Gil Babbitt, columnist for Radio Press, local fan weekly, doing a chatter stint over WIP.

Allen Franklin, newest addition to the WFIL sales staff, takes over the "Old Salt" fishermen's program and is adding another daily stint to his broadcasting activities. Starts a daily "Cozy Corner" program of homey philosophy and chatter.

Stan Lee Broza, WCAU program director, back from a week's vacation.

Hugh Watson will spend his vacation in Harrisburg.

Benn Alley, WCAU tenor, plans to release several new songs which he has recently written with Doris Havens, who plays the organ on his nightly broadcasts for Household Finance.

Murray Arnold, WIP director of public relations, off to a vacation period at Long Island. But he's back in the studios every night at 7 p.m. to do his "For Men Only" broadcast, sponsored by the P. B. White & Co., men's tailors.

Howard Jones, WIP news editor, back from an auto vacation through the entire south.

Announcer Al Stevens is the new custodian of the WFIL Morning Bulletin Board, first program on the schedule.

Ray Fitzgerald, WDAS songstress, has forsaken the local airlines and is now auditioning in Gotham.

BOSTON

Keyes Perrin is the name of the new announcer at WBZ-WBZA. He comes from WPRO, Providence.

Charlie Vassal, WBZ control operator, on a vacation motor trip through the Blue Ridge Mountains.

With the coming week-end WBZ will loose five of its force on vacations: Archie McDonald, announcer; Cora Pittman, secretary; Jay Slocum, salesman; Evelyn Billett, sales department, and Harry Goodwin, publicity.

Lew Whitcomb, WEEI publicity man, expects to be back at the office for five days each day beginning today.

ONE MINUTE INTERVIEW

TED LEWIS

"Radio has made its popular music fans actually fickle. No sooner does one get to like a new song when another one comes along to capture his fancy. I think there is need on the air for a program that features songs of a few years back. We all like to hear them again. It's a shame to bury a song that enjoyed great popularity and then lost it because of the mad pace radio has set."



Coast-to-Coast



DARRELL V. MARTIN, radio's pioneer editor, has returned to the Pittsburgh Post Gazette desk after a vacation spent at the Great Lakes Exposition in Cleveland. During his visit, Martin paraded through Ohio streets in James Melton's 1910 White touring car which Martin testifies can actually "do 50". Martin is now trying to promote a race between Melton's 1910 White and Ted Weems' 1905 Reo which Weems claims can "do 60." During Martin's absence, the Post Gazette radio column was written by his brother, Ken Martin, popular Pittsburgh bandleader. This is Darrell Martin's fourteenth year as a radio editor. He wrote his first column for the Pittsburgh Gazette Times in 1923.

Benne Alter, "Movie Man" at WMT, Cedar Rapids, Ia., now enjoying his vacation and according to all reports is spending his time without a radio. Did slip over long enough to visit studios in Chicago.

Dave Olsen, who has been on vacation, returns to the Grandpa and Snuggins program on WCAE, Pittsburgh, on Sunday. During his absence announcer Carl Dozer did a bit of pinchhitting.

Walter Thompson, recently of Philadelphia, is the latest addition to the WCAE engineering staff.

Pat Patterson, WCAE's former P.A., paid a brief call at the studios this week. He was on his way to his Minnesota home for a vacation.

Agnes Moorehead, NBC dramatic actress, and Teddy ("Blubber") Bergman, NBC comedian, will reinforce the Rippling Rhythm heckling crew for the third consecutive week on Sunday over the NBC-Blue Network. They will join Bob Hope's stooge-in-chief, Honeychile (Clare Hazel); Shep Fields, the program's maestro, and Del Casino, regular tenor of the cast, in a South Sea Island comedy sketch written by Hope for the program.

Hans Christian Adamson, one of the most prominent members of the Museum of Natural History staff, has been added to the group preparing the WABC-Columbian network's new scientific series designed for young listeners, "Adventures in Exploration," heard Tuesdays at 5:45-6:00 p.m.

Temperatures of air and water at Sheboygan's north and south side beaches are broadcast twice daily under sponsorship by WHBL, Sheboygan, Wis. A legislative review is a weekly feature, presented by Atty. Randall Miller of Sheboygan.

"Hog Hollow Meetin'", rural variety show on WHBL, Sheboygan, will move out-of-doors for one night next

month when it is the grandstand attraction at the Sheboygan County Fair in Plymouth. The cast of about 25 will be moved to the fairgrounds for the evening.

Directly from the stage of the old Opera House in historic Central City, Col., NBC will present two programs of the Sixth Annual Central City Play Festival, on Saturday at 4:30-5 p.m. and on Tuesday at 5:30-6 p.m., EDST, over the Red Network. Ruth Gordon, Dennis King, Sam Jaffee, Walter Slezak and Sheila Barrett, supported by a concert orchestra under the direction of Waldo Williamson, composer and conductor of the Civic Symphony Orchestra of Denver, will be heard in the two broadcasts.

Twenty Georgia public school students, talented audition winners in the Atlanta Journal School of the Air, were week-end guests of NBC in a visit which was climaxed yesterday by a television demonstration in the NBC studios and a personal greeting from Lenox R. Lohr, president of NBC.

Dick Bell, announcer at WBNS, Columbus, is having his vacation and appendix removed at the same time.

WTMV, East St. Louis, Ill.: Woody Klose, program director, doing night news shift in addition to other duties, due to Gene Hogan vacationing in Ozarks . . . Paul Godt, organist, airing the Majestic Theater Community Sings from the theater again . . . Johnny and Joe, guitar act, making records of their programs this week for use while they're on vacash . . . Fred Moegle, chief announcer, received a baby chicken via mail as his commission for selling 300 of them for a "Trading Post" listener.

Jack Kelly, national sales representative for WCOL, Columbus, is resting for two weeks at Great Lakes.

Bobby Kornheiser has replaced Norman Kaphan as WHN photographer during the latter's vacation. Kaphan is expected to return July 26.

WISN, Milwaukee: Therese Meyer, organist, vacationing at Three Lakes, Wis. . . . Harold Kissinger, violinist, will motor around during his leisure days. . . . Ted Robinson, saxophonist with studio ork, and George Brander, guitarist, will visit Chicago. . . . Art Eisler, pianist, now at Twin Lakes, Wis.

WDNC, Durham, N. C., has started a novel series of Bob Van Camp's Organlogues from Page Auditorium on the West Campus of Duke University. Lee Vickers does the commenting.

Frank Jarman (WDNC manager)

SAN FRANCISCO

Marjorie (NBC) Gray, an expert horseman, spent her vacation on a dude ranch.

Janet Baird, interviewer on NBC's "Magazine of the Air," back from Hollywood.

Fred Henry, formerly KNX, Hollywood, joins the KJBS announcing staff. Also to produce programs.

Josef Hornik, KGO maestro, aims to please. He recently sent to Vienna for a copy of a tune on request of a fan.

Van Fleming, former producer of NBC's "Carefree Carnival," who suffered a nervous breakdown and has been on a tour of Europe for some months, back to home studio.

Kathleen Wilson of "One Man's Family" trying to get vacation reservations to Alaska. Winifred (Teddy) Wolfe, same sketch, in the Northwest for hers.

Pierre Monteux bows off the Standard Symphony Hour broadcasts today, with Alfred Hertz taking up the baton on the 22nd.

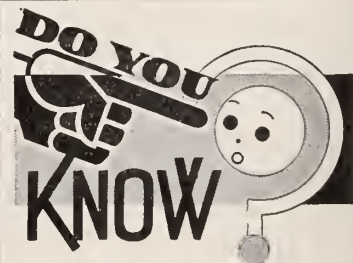
NBC sews up the Jack Winston band airing from the Bal Tabarin ritery, thus taking over every major night spot except the Fairmont Hotel. Their Deauville Club wire went into action Wednesday night with Frank Castle's ork swinging out over the Calif. Blue net.

and the bride will visit Wilmington, N. C., during vacation, starting Aug. 9. Lee Vickers and Red Dalton take their rest-up July 19; Woody Woodhouse and Kay Lee, July 26; Bob Stratton, Aug. 2; Tom Loeb, Aug. 23, and Al Harding, who will be married, Sept. 13.

Rosemary Dillon, member of the cast of "The Adventures of Ace Williams" network show, started her radio career a few years ago when she pawned her diamond ring in Dallas to obtain railroad fare so that she might receive a radio audition in Chicago.

Mary Lou Meyer, one of the "Smoothies," girl singing trio, at WWJ, formerly known as the "Three of Us" at WSPD, Toledo, will marry George W. Thompson of Toledo, Aug. 7.

George Pickard, announcer at WSPD, Toledo, is touring Michigan with wife and son on vacation.



Phil Regan was a member of New York's finest during one of the big crime waves—and he used to go to sleep counting black sheep.



RADIO DAILY

Serving the Better Interests of Commercial Radio and Television



VOL. 2, NO. 11

NEW YORK, N. Y., FRIDAY, JULY 16, 1937

FIVE CENTS

Banks in 1-hr NBC Series

20 STATIONS ARE ADDED BY TRANSRADIO PRESS

Transradio Press Service has a net gain of 20 station subscribers since June 1, according to Herbert Moore, Transradio head.

This figure includes the recent signing of such outlets as WCKY, WCAU, WLS and others. Coming into the fold shortly are WEMP, Milwaukee; KOY, Phoenix; WRNJ, Racine; WBTM, Danville, Va., and several others.

Dr. Patri's Heinz Disks Placed on 2 Stations

A series of 13 transcriptions featuring Dr. Angelo Patri, child authority, sponsored by H. J. Heinz Co. for Strained Baby Foods, will start airing July 21 on WJSV, Washington, and WAPI, Birmingham. Program will be heard thrice weekly. Maxon Inc. is the agency.

Frank P. Foster Heads Hearst Promotion Div.

Frank P. Foster, 2nd, has been appointed manager of the sales promotion division of Hearst Radio Inc., succeeding Theodore Oberfelder, who has taken a sales staff post with the New York State Broadcasting System.

Foster was formerly merchandising and sales promotion head of WINS, a Hearst station. In his new post he will supervise all sales promotion activities of the 10 Hearst owned stations.

Anning S. Prall III

Anning S. Prall, chairman of the FCC, is ill at his summer home in Boothbay Harbor, Me., according to advices received in New York yesterday.

Reverse Spitalny

Phil Spitalny, of all-girl orchestra fame, soon won't have anything on Jan Winters. Miss Winters, formerly heard on the networks and now the wife of Charles Stark, WHN salesman, is organizing an orchestra composed of men. And that's not all. Miss Winters will officiate as the conductor of the male aggregation.

ARNEW Convention

Chicago — John VanCronkhite, president of Association of Radio News Editors & Writers, is consulting with the seven directors as to most suitable week for holding first national convention which the board decided last May should be held some time in September in Chicago. CIO is making overtures to ARNEW and this issue is expected to come up at the convention.

PALL MALL IS STARTING NETWORK SHOW AUG. 6

American Cigarette & Cigar Co. (Pall Mall cigarettes) will start its first network show on Aug. 6 at 10:45-11 p.m., over the coast to coast NBC-Red network. Dorothy Thompson, recently signed by the sponsor, will head the quarter-hour.

Pall Mall now has Ford Bond on WEAH locally and will retain the period when the new network series starts, says the agency, Compton Advertising Inc.

More Touring Scheduled For Al Pearce's Outfit

Al Pearce and His Gang, now in Hollywood for the remainder of the Ford broadcasts during the summer, will be there until Sept. 8, when he resumes his road tour through the South, working northward along the east coast.

Pearce completed 5,000 miles in his
(Continued on Page 3)

Nationwide Radio Biz in May Slightly Higher Than April

May Robson Disk Series Likely to Become Live

Chicago—"A Lady of Millions," the five-a-week daytime script show being disked by May Robson on the coast for Bauer & Black, may become a live network show if successful after a test period. Blackett-Sample-Hummert is the agency.

Full-Hour Program will Start on Oct. 4 Over Basic NBC-Blue Network in 9-10 P.M. Monday Spot

WRC-WMAL DEDICATION ON NBC WEBS JULY 22

Official dedication of the new WRC-WMAL studios will be aired over the combined NBC-Red and Blue networks on July 22 at 11:15 p.m. to 12:15 a.m., with Lenox R. Lohr, NBC president, delivering the official dedication speech.

He will be followed by Chairman Hazen of the District of Columbia commission, who will voice the ac-
(Continued on Page 3)

Two-Thirds Live Talent Used by Small Station

Rockford, Ill.—Something of an unusual record is claimed by WRKO, whose program director, John C. McCloy, has compiled records showing that the station, which operates 16½ hours daily on 1410 kc. with 1,000
(Continued on Page 3)

Gough Touring Southwest

Emile J. Gough, vice-president of Hearst Radio Inc., is touring the southwest to confer with Elliott Roosevelt, vice-president in charge of the southwestern division of Hearst Radio activities, and with other directors and managers of various Hearst Radio stations. Elliott Roosevelt's headquarters are in Dallas.

Chicago—American group of banks have engaged the Philadelphia Symphony Orchestra and distinguished soloists for a new full-hour show to debut over the NBC-Blue network on Oct. 4, 9-10 p.m. (EDST). List of banks who will sponsor the series is not set as yet, but it is understood that the list will be approximately the same as is now sponsoring the current half-hour series on CBS. New hour program will be heard directly opposite the CBS Lux Radio Theater Hour. The CBS bank series terminates after the Aug. 6 broad-
(Continued on Page 3)

WIL IN COURT APPEAL FROM DECISION OF FCC

Washington Bureau, RADIO DAILY
Washington—Declaring the FCC rendered its decision and thereafter adopted certain findings to support its ruling, WIL, St. Louis, has filed a brief in the U. S. Court of Appeals
(Continued on Page 3)

Heatter in NBC Series For Grove Laboratories

Gabriel Heatter will do a news commentator series for Grove Laboratories Inc., St. Louis (Bromo-Quinine), starting Sept. 27 over the basic NBC-Blue network. Series will be broadcast at 8-8:15 p.m. on Mondays and Thursdays, and 10-10:15 p.m. on Tuesdays and Wednesdays. Contract signed to run 26 weeks. Stack-Goble Advertising Agency, Chicago, has the account.

Pick-up

Boston—Cora Pittman, on her way home from the WBZ studios at 5 p.m. Wednesday, was attracted by the music of an organ grinder who was playing on the street.

She brought him back to the studio and Arthur Feldman, special events man, spotted him as guest on the "Little Show" 15 minutes later.

By GEORGE W. MEHRTENS
RADIO DAILY Staff Correspondent

Washington—Though network business usually falls off in May, a fair increase was registered nationally by local and national business for May, as compared to the previous month, the total being \$11,325,165, the NAB announced yesterday. Increase was due mainly to a 6.7 per cent gain in
(Continued on Page 3)



Vol. 2, No. 11 Fri., July 16, 1937 Price 5 Cts.

JOHN W. ALICOATE : : : Publisher

DON CARLE GILLETTE : : : Editor
MARVIN KIRSCH : : : Business Manager

Published daily except Saturdays, Sundays and Holidays at 1501 Broadway, New York, N. Y., by Radio Daily Corp. J. W. Alicoate, President and Publisher; Donald M. Meser-eau, Treasurer and General Manager; Chester B. Bahn, Vice-President; Charles A. Alicoate, Secretary; M. H. Shapiro, Associate Editor. Terms (Post free) United States outside of Greater New York, one year, \$5; foreign, year, \$10. Subscriber should remit with order. Address all communications to RADIO DAILY, 1501 Broadway, New York, N. Y. Phone Wisconsin 7-6336, 7-6337, 7-6338. Cable address: Filmday, New York. Hollywood, Calif.—Ralph Wilk, 6425 Hollywood Blvd. Phone Granite 6607.

Entered as second class matter April 5, 1937, at the postoffice at New York, N. Y., under the act of March 3, 1879.

FINANCIAL

(Thursday, July 15)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
A. M. Tel. & Tel.	169 1/4	168 1/2	168 3/4	— 1/4
Crosley Radio	21 1/2	21 1/2	21 1/2	— 1/2
Gen. Electric	57	55 3/4	57	+ 1/2
North American	25	25 3/8	25 7/8	+ 1/8
RCA Common	9 1/4	9	9 1/8	+ 1/8
RCA First Pfd.				
RCA S5 Pfd. B.		(100 Asked)		
Stewart Warner	17 3/4	17 5/8	17 3/4	+ 1/8
Zenith Radio	38 3/4	37 1/2	38 5/8	+ 3/4

NEW YORK CURB EXCHANGE

	Bid	Asked
Hazeltine Corp.	3 3/4	3 1/2
Majestic	3 1/4	3 1/2
Nat. Union Radio	1 7/8	1 7/8
CBS A	29 1/2	31
CBS B	29	30 1/2
Stromberg Carlson	13	15

Doelger Beer Campaign Being Placed by Winston

Leonard F. Winston Agency has been appointed to place radio advertising for Peter Doelger Brewing Corp., Harrison, N. J., makers of Doelger First Prize Beer. A campaign has already been planned for the metropolitan area, and spot announcement schedules have been placed on WHN and WBNX.

New "Gold Medal" Feature

"Gold Medal Hour," airing Monday through Friday over a CBS network, adds a new feature July 19, when the 1:45-2 p.m. period will be taken over by a show "Hollywood in Person". Under the supervision of Capt. Bob Baker, the program will present interviews with film stars direct from the movie sets in Hollywood. Each broadcast will also feature a short dramatization. Nino Martini and Jesse Lasky will be heard on the initial broadcast.

MARTIN BLOCK'S "Make-Believe Ballroom"

A WNEW FEATURE
1250 Kc.

10 TO 11 A. M. □ 6 TO 7:30 P. M.

Court Discontinues Ascap Suit

Federal Judge John C. Knox yesterday discontinued the suit filed by Pennsylvania Broadcasting Co., Philadelphia, owners of WIP, against Ascap and four officers of the society, because plaintiff failed to appear when case was called.

Monopoly suit was filed in 1933 against Gene Buck, Ascap president, Jerome Kern, E. C. Mills and Louis Bernstein. Station filed the suit in an effort to terminate its license with Ascap which stated that the station must pay the society \$2,750 yearly plus 3 per cent of the gross earnings the first year, 4 per cent the second year and 5 per cent the third year.

American Passion Play In 2-Hr. WHBF Broadcast

Rock Island, Ill.—A splendid interpretation of the greatest of sacred dramas was brought to radio listeners by WHBF of Rock Island, Moline and Davenport, in a radio premiere Sunday of the "Passion Play of America," shown on the Mississippi Valley Fair Grounds, Davenport, July 12-16. Two hours were required for the complete radio performance of the play, with the tableaux bridged over by brief descriptions. In actual staging, a cast of 1,000 people and a stage a quarter of a mile in length were used. WHBF was the only local station carrying the drama, which was broadcast from their studios atop the Safety building in Rock Island. The narrator was Leroy Klove of Rock Island.

Lenore Collins in "Ann Worth"

Detroit—The leading role in "Ann Worth, Housewife," heard over WXYZ and the Michigan Network, will be changed Monday. Joan Vitez, who has played Ann Worth since the start of the drama more than two years ago, is leaving the cast to go to New York where she has had several attractive radio offers. Her place will be taken by Lenore Collins, who was selected by James Jewell, dramatic director of WXYZ, in a competitive audition in which more than 50 voices were tried for the part of "Ann Worth."

Clara Joel in Ave Maria Hour

Clara Joel, long a noted stage star, who starred in the original stage production of "Eternal Magdalen" by Robert McLaughlin, will be featured in the title role of "Mary Magdalen" on the Ave Maria Hour this Sunday over WMCA. The production, an unusually elaborate religious dramatization on the radio, will have a strong supporting cast and a special musical score arranged by Alfred Antonini, protege of Toscanini. Father Anselm, S.A., is director.

"Sunrise Hour" Now on WOV

"Lewis Charles' Sunrise Hour," a program of music and informality, dedicated to hospital patients and other shut-ins, is now being aired every Sunday at 8-9 a.m. over WOV. All musical selections played on the program are by special request.

Jack Berch in New Spot

Jack Berch and His Boys will be heard at 9:30-9:45 a.m. Monday-Wednesday-Friday over WABC-CBS starting Monday.

Set Hearing Sept. 13 For Accused Attorneys

Washington Bureau, RADIO DAILY

Washington—Hearings on disbarment proceedings against Attorneys Paul M. Segal and George S. Smith have been ordered to start Sept. 13 at 10:30 in the FCC offices, before the Commission en banc.

The FCC in general session yesterday, having considered the answers filed three weeks ago by two attorneys requesting charges contained in the order previously filed by the commission be dismissed, nevertheless decided to proceed with the hearings.

Heinz Serial on WTAM

Cleveland—A new summer series titled "The Adventures of Tommy Thatcher" will be launched by Russell Pratt over WTAM starting Monday at 5:15 p.m. as a five-times-weekly quarter hour under sponsorship of H. J. Heinz Co., for Heinz Rice Flakes. Maxon Inc. is the agency.

Tommye Birch Joins Pryor

Tommye Birch, vocalist on the staff of KWK, St. Louis, for the past four years, is joining Roger Pryor and his orchestra on Aug. 9 at the Edgewater Beach Hotel, Chicago. Miss Birch in private life is the wife of Dan Seyforth, KWK director, who recently placed her under contract with MCA, which in turn negotiated the Pryor deal.

Another KWK vocalist, Harry Babbitt, joined the Kay Kyser orchestra recently.

Fred Tracy on WBIL

Fred Tracy, known to millions of radio fans in the early days of radio as "FNT," is making a comeback over the ether waves, and his outlet will be New York's newest 5,000 watter, WBIL. "FNT" and his Radio Pals will be heard over WBIL every Friday at 2:15-2:45 p.m. beginning today.

Dorothy Miller Film-Bound

Dorothy Miller has left the Xavier Cugat orchestra and returned home to Chicago, where she will study in preparation for a try at films. Meanwhile she is singing evenings with Paul Sabin's ork at the La Salle Hotel in Chi.

Bob Stephenson Joins WHN

Robert J. Stephenson is the newest announcer to be added to the WHN staff. He was formerly with WNBF, Binghamton.

COMING and GOING

VAN FLEMING, NBC producer in the San Francisco studios, returns to the job today after a 10-week vacation trip abroad. He was accompanied by his wife.

LEHMANN ENGEL, director of WPA's Madrigal Singers, leaves next Tuesday night for Europe, returning in about three weeks.

HELEN GUY of the NBC program department leaves today on vacation.

BOB COVELL of the NBC music research department leaves for Newport, home town, on July 30, taking in American yacht cup races.

HILDA WATSON, secretary to Dr. Franklin Dunham, NBC educational department, leaves for vacash July 30.

JOHN H. NORTON, NBC station relations, now resting in Bermuda, returns July 19.

GEORGE H. MILNE of the NBC Eastern engineering department leaves for Lake Hopatcong on July 23.

JACK ROSELEIGH of the "Pepper Young" cast and his family leave for North Bridgeton, Me., tonight, on two-week vacation. Pedlar & Ryan Inc., agency handling this P. & G. show, arranged to pay entire cast members at least one week salary while written out for one or two weeks, as desired.

JAMES T. AUBREY, president of Aubrey, Moore & Wallace agency, Chicago, will sail July 18 for Europe on the Rex for a combined business and pleasure trip.

FRANK RAND, chief CBS publicist in Chicago, is off on a fortnight's vacation. He planes to Boston to see his family.

IRENE RICH will fly to Chicago this weekend to appear as special guest commentator at a fashion show there.

JOHN D. FITZGERALD, CBS assistant director of public affairs, is in northern Wisconsin on a vacation.

DONALD THOMPSON, WHO production manager who is visiting in New York, will stop off in Buffalo to visit Ed Reimers, former WHO announcer, now with WBN.

RADIE HARRIS, movie interviewer for WHN, leaves next week for her yearly trek to the West Coast.

IRENE WICKER, who has moved to Connecticut for the summer, commutes to New York for her broadcast.

BILL GREEN, press representative for Rubinoff, off to Chicago yesterday afternoon. He expects to remain in Chicago for a month handling arrangements for Rubinoff's three concert engagements.

MR. and MRS. SID SCHWARTZ sail aboard the Britannic on Aug. 16 for a cruise to Nova Scotia.

CARLOS A. ZUBLIN, advertising director at Antena, Argentine radio magazine, is in New York and will make his headquarters with M. D. Bromberg & Associates Inc. Zublin is from Buenos Aires.

1	9	3	7			
SUN	MON	TUE	WED	THU	FRI	SAT
2	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30

Greetings from Radio Daily

July 16

Frank Singheiser Floyd Gibbons

July 17

Edith Dick Irma Glen

William Shelley

July 18

Gay Lee Harriet Hilliard

Adele Ronson

BANKS' 1-HOUR SERIES STARTING OCT. 4 ON NBC

(Continued from Page 1)

cast, then a seven-week vacation before the NBC series starts.

Program is handled through Wessel Co., Chicago. Stanley L. Wessel, commenting on published report that program was folding due to disappointment of banks in results, pointed to the expansion to a full-hour as the answer. Only complaint has been by listeners who sought more time so that more pretentious symphonic works could be given. Switch to NBC is being made because only a late hour was available on CBS and Friday night too often conflicts with symphony concerts in various cities, also in many homes it's going out night. Monday, however, is staying in night. Also 9-10 New York time is regarded as ideal hour.

Both Stokowsky and Ormandy will be featured as conductors. Soloists, both vocal and instrumental, will be revealed later by Philadelphia Orchestra. All talent is being booked through Biggie Levin, Chicago.

Willard M. Kiplinger, Washington business analyst, will again be heard, and one other regular speaker yet to be selected.

WRC-WMAL Dedication On NBC Webs July 22

(Continued from Page 1)

ceptance of the new studios. Postmaster General James Farley and James Roosevelt will speak for the administration, and Senator Wheeler will represent Congress. Other speakers scheduled are Anning S. Prall, FCC chairman, and Judge Eugene Sykes, chairman of the FCC broadcast division.

The U. S. Marine band will open the ceremonies just as they did in 1923 when NBC first started operations in Washington. Frank Black and his NBC symphony orchestra and chorus will fill in between speeches with musical interludes from the New York studios. An All-American program will be presented.

Bootleg Music Raid

Raid on a printing plant yesterday by Arthur Hoffman and John Wiener of Music Publishers Protective Ass'n resulted in two arrests and several thousand copies of song sheets containing infringements of copyright being confiscated. Arrest was made by a plain clothes man from the headquarters staff assigned to work with Hoffman. Those taken into custody were Patrick B. Mulkern and his wife Mrs. Lucy Mulkern, who were arraigned before the U. S. District Attorney and held for the Federal Grand Jury on Aug. 15.

NEW PROGRAMS—IDEAS

New Twist to Quiz Program

Golden Brothers Inc., dealers in Ambri-Coal, White Plains, have changed the face of their Quiz Quest programs heard Tuesday nights at 9-9:30 over WFAS, White Plains. Program set-up now permits entire listening audience to participate in each show, rather than just a sextet of selected listeners.

Twelve questions are asked, with plenty of time given to write them down. Listeners are invited to submit their replies by mail, or by personal delivery, to Golden Brothers' store. Winners are awarded valuable merchandise prizes, comprising articles for home-usage such as silex coffee-makers, toasters, camp-grills, etc. Winners names, and correct answers are broadcast the Tuesday following, preceding the new set of questions. Frank A. Seitz and Ran Kaler handle the show.

Golden Brothers' second weekly

WFAS show has been moved to Saturdays at 3 p.m. The first 30 minutes is an all-request recorded show, a segment of the famous WFAS "Celebrity Club" feature. Second half hour is a Kiddie Klub, aired from the stage of the Colony Theater, White Plains. The Saturday feature is broadcast in behalf of Golden Brothers' dealership in Kelvinator Electric Refrigerators.

Blue-Blood Dog Club

KLZ, Denver, is starting a blue-blooded dog owners' club with youngsters between 7 and 16 who own registered dogs eligible for membership. Plans call for monthly meetings with an expert to talk on dog affairs, such as training and care. Once a year it is planned to have a dog show for members only. Membership cards will be issued.

Two-Thirds Live Talent Used by Small Station

(Continued from Page 1)

watts day and 500 watts night, uses on an average 66.6 per cent live talent and 33.4 per cent transcriptions.

McCloy gives the following breakdown of programs as typical of a week's broadcast schedule:

	Per Cent
Total commercial	17.5
Sustaining	82.5
Commercials before 6 p.m.	13.6
Commercials after 6 p.m.	3.9
Sustaining before 6 p.m.	55.8
Sustaining after 6 p.m.	26.7
Mechanical Reproduction	33.4
Live Talent	66.6

Agriculture	4.85
Civic	7.05
Dramatic	4.49
Educational	1.61
Household	2.71
Music	10.78
News	9.43
Religious	5.28
Entertainment—(including many features containing portions of educational, household, and sports interest)	50.01
Miscellaneous	3.79

Honoring Dr. Goldman

Dr. Edwin Franko Goldman, noted bandmaster and composer, will be feted on the occasion of the 25th anniversary of his founding of the Goldman Band during a special broadcast from his present Daniel Guggenheim Memorial Concert Series on The Mall in Central Park next Wednesday, 9-10 p.m. over the NBC-Blue network.

WFAS Boosts Polo Turnout

White Plains, N. Y.—A sharp upturn in attendance was realized by the Blindbrook Turf & Polo Club, Purchase, N. Y., following inauguration of spot announcements over WFAS. As a result, the club has extended its order from a trial series of eight 50-word spots to a monthly run of 26 broadcasts.

WIL in Court Appeal From Decision of FCC

(Continued from Page 1)

for District of Columbia. Appeal was from a denial by FCC of an application by WIL for facilities of 1250 Kc., 1000 watts, with unlimited hours of operation and the granting of such facilities to Star-Times Publishing Co., St. Louis.

Brief alleges that findings were not made by FCC itself or by Broadcast Division or by any board authorized to make such findings, but that they were in fact made by the FCC law department. Brief raises contention that such findings cannot, by a minute entry of Broadcast Division, become findings of the Commission. Asserting that procedure followed in this case is contrary to established practice of other federal administrative boards, commissions and agencies, WIL asks that Commission itself be required to determine facts before making final decisions. Commission has until Sept. 20 to file answer.

NBC Shifts Boston-Phila. National Sales to N. Y.

In an effort to simplify the handling of local and national network sales in Philadelphia and Boston, NBC on Aug. 1 will close the national network offices in these two cities and handle all national sales contacts from the New York office.

After Aug. 1, Jack Hammann, who has been handling both national and local sales in KYW, Philadelphia, will become general sales manager of the station and will service only local accounts. A similar shift will be made at WBZ-WBZA, Boston-Springfield, where Gordon Ewing will become sales manager of the station.

NATIONWIDE BIZ IN MAY SLIGHTLY ABOVE APRIL

(Continued from Page 1)

local time sales which made up for the usual decline.

Radio advertising continued to show the greatest gains in advertising volume of any major medium as compared to corresponding periods last year. Gross time sales for May were 32.5 per cent ahead of May, 1936, and regional network volume gained 21.9 per cent. National network volume was off 2.3 per cent and national non-network .6 per cent.

Total non-network advertising rose 2.4 per cent over April and 33.6 per cent over May, 1936. The increase was due mainly to a 4.7 per cent gain in volume for the clear channel stations. Regional stations showed the greatest gain. The New England and Middle Atlantic area experienced the most marked gain of any section.

In rendition field, live talent showed the only increase of importance. Live talent showed the only gain in national non-network field, but transcriptions increased to greater extent in local field. As against last year total live talent increased 41.7 per cent; transcriptions, 25.1 per cent; records, 9.4 per cent, and announcements 29.1 per cent. Announcements in national field and live talent in local field showed greatest gains over May, 1936.

Retail advertising amounted to \$1,333,180, an increase of 6.4 per cent over level last month.

More Touring Scheduled For Al Pearce's Outfit

(Continued from Page 1)

tour for Ford, broadcasting en route from Detroit, Chicago, Denver, San Francisco and Los Angeles. Theaters and auditoriums played averaged a seating capacity of 2,800 and primarily the free show was for Ford dealers, employees and relatives. Usually no seats were available for outsiders. In all, 22 cities were covered in 28 days and itinerary worked out perfectly, with Pearce being unable to report so much as a train missed or a piece of baggage lost. Dorothy Haas of Fanchon & Marco offices was along as press contact and company manager.

JEAN PAUL KING Says:

"Running around town from station to station and program to program as I do, I find the Telephone-Secretary an invaluable aid in keeping my days straight."

NATIONAL RADIO REGISTRY

415 Lexington Ave. at 43rd Street
New York City VAn 3-8157
Telephone-Secretary Doris Sharp

NEW BUSINESS

Signed by Stations

WFAS, White Plains

Royal Dutch Products Corp. (mustard), N. Y.; Empire State Purchasing Co. (gold redemption), N. Y.; Blindbrook Turf & Polo Club, Purchase, N. Y.

WBRY, Waterbury, Conn.

Connecticut Refining Co. (Benzoline), 5-minute UP broadcast and baseball guessing contest.

KTSA, San Antonio

Coca Cola, "Refreshment Time with Singin' Sam"; Sabinas Brewing Co.

Chicago

WGN: Idaho Fruit & Vegetable Adv'g Commission, through Botsford, Constantine & Gardner.

WIND: Newberry Motor Sales, sports talks, through Kenley Englevson.

Dinehart in "Twelfth Night"

West Coast Bureau, RADIO DAILY

Los Angeles—Alan Dinehart has been chosen by NBC to play Orsino in "Twelfth Night", next of the Shakespearean plays in which John Barrymore and Elaine Barrie will appear Monday night over the NBC-Blue network. Miles Mander, John Fee, Erin O'Brien Moore and Hans Conried also will be in it.

GUEST-ING

LESLIE HOWARD and ROSALIND RUSSELL, interviewed by Kathryn Cravens, July 19 (CBS, 2 p.m.).

TEX LEWIS and his Lone Star Cowboys, on Gulf program, July 18 (CBS, 7:30 p.m.). Booked by Central Artists Bureau Inc.

JESSICA DRAGONETTE, on Floyd Gibbons "Your True Adventures," July 22 (CBS, 10 p.m.).

ANN PENNINGTON, on "Grand Stand and Band Stand," today (WMCA, 2:30 p.m.).

MARGARET McCREA and CLAUDE RAINS on Sealtest Sunday Night Party, July 18 (NBC-Red, 10 p.m.).

FRED HILDEBRANDT, KATHLEEN HEALY, ROSE MARIE, BOB ADAMS and GREGORY MATUSEVITCH, on "Spotlight Revue," July 19 (WOR, 3 p.m.).

JAMES W. BARRETT, president and editor of Press Radio Bureau, on Charles Henry Ingersoll's "Public Service Forum," July 18 (WOV, 6:30 p.m.).

PAUL CAVANAGH, interviewed by Charlotte Buchwald, today (WMCA, 2 p.m.).

EDMUND LOWE and OLIVIA DE HAVILLAND, on Kraft Music Hall, July 22 (NBC-Red, 10 p.m.). ADOLPHE MENJOU on same program, July 29.

ANN SOTHERN, on Chase & Sanborn Hour, July 18 (NBC-Red, 8 p.m.). ALICE BRADY, on same program, July 25; NELSON EDDY, Aug. 8.



● ● ● Beatrice Lillie and Broadway Merry-Go-Round depart from the airwaves July 21 and show is expected to come back in the fall before the comedienne leaves for England... Del Casino was divorced from his sustainings because of his Woodbury contract (which runs for over a year) and Noxzema commercials... Connie Boswell has five more dates on the Ken Murray show and Frances Comstock is set for one... Woody Herman leaves the Willows the 22nd to come to Brighton Beach, and Lee Shelley follows the day after into the Pittsburgh rendezvous. Herman is set for a fall date into the Normandie... Benny Meroff is a holdover at Hunts Plaza, Wildwood... A. L. Alexander has had his option picked up for another Red Book series on the "Good Will Court" angle... Sid Schwartz is doing a swell job for WNEW breaking "class" mags and Hearst papers... Songwriter Sam Coslow is slated to be honored on the Johnny Green show with a "Cavalcade of Coslow" tunes... Ralph Wonders is signing (Baby) Rose Marie to Rockwell-O'Keefe management... Lou Martin and aggregation go into Leon and Eddie's... Aileen Stanley is clicking across the Big Pond via a weekly BBC show... Though Shep Fields told intimates that he's playing in Boston, the maestro really is pulling a "Garbo" at Schroon Lake.

● ● ● "We must not grieve but rather mourn our country's loss." Thus did Rabbi Wise, in part, eulogize over the remains of George Gershwin in Temple Emanu-El before an assemblage of 2,500... Addressing the deceased's mother, he said: "...The world claimed him—but he remained your boy"... It was a dignified and worthy farewell to a genius... People of all races and color were permitted admittance until the main floor and gallery were filled... Celebrities did not seek to gain attention, many refusing the seats in the reserved section... Ascaph members had their own place... Ed Wynn, Guy Lombardo, Jack Bregman, Joe Young, Al Jolson, Harry Herschfield, W. C. Handy, Oscar Hammerstein, Alfred McCosker and Jimmy Walker were but a handful we spotted... Flowers covered the casket and flooded the large temple... Colored folks from the "Porgy and Bess" company cried... Mayor La Guardia, stirred by Rabbi Wise, shed tears.

● ● ● Al Jolson, Parkyakarkus, Martha Raye and Victor Young's orchestra have been signed to return for the Rinso sponsor Sept. 7... Bobby Crawford will leave the hospital next week... Gordon and Revel will sneak into town next week... Reason for Larry Marsh being off the Al Pearce show is that he is busy handling the Rex Chandler-Ford shows on Sundays because of the latter's illness... Edgar Bergen has bought a home in Beverly Hills, but Charlie McCarthy will escape paying an income tax... Will Rockwell will shortly announce his reason for resigning as head of Millar Music... Within 15 minutes after an appeal for blood donors was flashed via WOR the other day, 17 people volunteered... Johnny Hauser and his swell ork from Grossinger's were given a late spot on MBS... Travers starts next week on the Russ Morgan bandstand for three shots.

● ● ● Starr Yelland, WMT, Cedar Rapids, Ia., sports announcer, was airing the auto races and this being the first time handling such an event, he made arrangements to ride the track at top speed with Ted Horn, big-time racer. After two laps, Starr yelled for help, claiming that he had enough "color" to last him a lifetime... "From now on, I'll do my assignments without becoming intimate with the subject... Methinks I'll stick to my horse. That track is just one big curve," he concluded.

ORCHESTRAS
MUSIC

HOWARD BARLOW, on his next Sunday "Everybody's Music" program with Henry M. Neely as commentator, over CBS at 3-4 p.m., will present the world premiere of the third musical work in the series of six being written by as many members of the Columbia Composers' Commission. Composed by Aaron Copland, it is tentatively titled "Music for Radio", and listeners will be invited to participate in a contest to pick a permanent title for the musical work.

Guy Lombardo and his orchestra on Sunday will introduce the latest song number by Carmen Lombardo, titled "In A Little Carolina Town." Advance reports are that it's another hit for Carmen.

Ernest Tubbs, guitarist, is doing a weekly sponsored program on KONO, San Antonio, with Merwyn Buffington, who yodels as well as strums.

Horance Henderson, brother of Fletcher, is airing over WBBM, Chicago, with his ork from Swingland.

Marine Ballroom of the Steel Pier will be the scene of Will Osborne's CBS broadcasts during the Atlantic City engagement. The famous director and his versatile musicians go on the air via WPG Tuesdays and Thursdays at 11:30 p.m., following the famous "breaking of the waves" program from the ocean end of the pier.

Don Albert and his orchestra have been added to the cast of the MGM Movie Club and will bow on the new series this evening at 8-9 p.m.

The Perole String Quartet, one of the best known chamber music groups broadcasting weekly, and the only quartet of major importance on the air throughout the summer, will commence an ambitious project, cycles of Beethoven, Mozart, Brahms, and Schubert, over WOR on Sunday at 11:30 a.m. to 12:30 p.m. Directed by Joseph Coleman, the Perole Quartet has been broadcasting over WOR for seven years. It was organized in 1927 and made its formal debut at Town Hall in 1930. The present personnel consists of Coleman, first violin; Max Hollander, second violin; Lillian Fuchs, viola, and Ernst Silverstein, cello.

"Listener Speaks" Folding

"The Listener Speaks", sustainer, fades from the Mutual network after tonight's airing. Broadcast was originated 2½ years ago by Sid Schwartz, publicity director of WNEW.

"Wifesaver" in Shorts

Allen Prescott, the "Wifesaver" of the air waves, and Fred Niblo, motion picture director-producer now an NBC executive, are readying for production a series of shorts based on the "Wifesaver" program.

WITH THE ★ WOMEN ★

By ADELE ALLERHAND

DOT HAAS postcards from Chicago, at the end of a long and satisfactory tour with the Al Pearce gang, made in their interests and those of Fanchon and Marco: "It was a superswell trip, but over too soon....I'll be calling you any day now"....It's about time.... Jean Colbert goes back on the Winchell radio offering Sunday to remain indefinitely...."The Pretty Kitty Kelly" opus, now on a five day a week schedule, to be aired at 10 a.m. instead of 1:15 p.m. starting July 19, has Arline Blackburn, "Pretty Kitty" herself, frantically testing alarm clocks on account of the earlier rising hour....Lois Lorraine, CBS press department lass, can't decide whether to go south on that long-awaited vac.... Jessica Dragonette's musical protagonist on the Palmolive program, Met warbler Charles Kullman, commutes from his Connecticut summer home on the Sound, importing Ripleyan tales concerning scaly denizens of the briny (fish to you).... while Jessica swears by her town apartment as a summer resort....Insists it's the coolest spot in N. Y.

▼ ▼

Frankie Basch's question on the "Street Forum" program this afternoon will be one the rest of us have been revolving in our minds for several days....she'll ask bystanders what they think Gershwin's outstanding tune was....Neat touch that, Ed East and Ralph Dumke presenting the femme winners of the "Sisters of the Skillet" jingle contest with orchids, while the lads rate carnation boutonnières when they go to theater....Ida Bailey Allen who's made a career of kitchens, takes 25 hours to prepare a script that airs for an hour, with 12 hours for the actual writing, 6 for typing, 2 for editorial work and the final polishing job taking up the remainder of the time.

▼ ▼

Out in San Francisco the producing field's being temporarily invaded by the distaff side, with Anita Bolton, secretary, subbing for Boss Pierce, now on vacation in the Sierras....Anita's acting producer on the Western Farm and Home Hour for NBC....Aileen Stanley, warbler of ditties of sophistication for BBC goes international, after signing for a Continental tour embracing the British Isles and the French and Italian Riviera.

★ Program Reviews ★

"CAN IT BE DONE?"

Sustaining
WQXR, Wednesdays, 9-9:30 p.m.

NEW INVENTIONS INTERESTINGLY PRESENTED AND PASSED UPON BY BOARD.

Not only is the fascination of newly devised gadgets presented in entertaining fashion on this new program, but the concise discussion of the ideas presented and the intelligent evaluation of the devices by a board of judges place the program on a higher plane than mere amusement.

The emcee presents each inventor and his gadget, elicits a few remarks on how the idea was born, questions him about its practicability and the results of tests, then asks the board, selected for the occasion, to give its opinion. If the opinion is favorable, a certificate of merit is awarded the inventor. If unfavorable, the inventor is invited to come again, with listeners also privileged to write in their reactions. An electrical transcription of the program serves as evidence to help establish the inventor's rights in his device.

Chairman of the board at the first session was Ray Gross, inventor-cartoonist. Inventions presented included a roller-shade stopper, a rug which can be inflated into a couch, a thermostat cover, a cookie cutter, a pencil sharpener and an auto headlight reflector. During an intermission Gross was questioned regarding other possible inventions for which there is a demand.

Whole program was very efficiently handled, with everything to the point. Walter Greaza was the announcer.

Soviet Fliers

At 10:45-11 o'clock Wednesday night, NBC-Red network originated a broadcast from the Officers' Club at March Field, near San Jacinto, Cal. Ken Carpenter, one of the Coast's ace announcers, emceed the special event and had the three record breaking aviators on hand who waffled a few words of greeting in native tongue to Russia and these were later translated by a representative of the Soviet government who acted as interpreter, etc. U. S. Army general handed out a bit of an official welcome and praise and the farmer on whose field the plane landed gave his version of the arrival and subsequent phone call to inform the army post at March Field.

Attempt was made to have a two-way conversation between the three Soviet fliers who made the trip recently from Moscow to British Vancouver, and the three new arrivals. The former are en route to Europe on the Normandie. Conditions over the Atlantic made reception impossible and it was given up quickly. Quarter-hour period however was a special event of more than usual interest and color.

"MID-SUMMER NIGHT'S SERENADE"

with GoGo deLys and
Freddie Rich's orchestra
Sustaining

WABC-CBS network,
Wednesdays, 10:30-10:45 p.m.

MELODIC PERIOD SPOTTED WITH OLD-TIME TUNES THAT HELP SHOW ALONG.

Taking over the former Babe Ruth time, GoGo deLys, backed up with the able music of Freddie Rich's orchestra, bowed in with a 15-minute musicale fitting the title of the show, "Mid-Summer Night's Serenade". However, it appeared that the orchestra should have been given a moment of its own, instead of swinging from one GoGo song to another without an interlude. She sang "Kitchi-Mi-Koko Isle", followed by a ballad, "Gone With The Wind", and "You're My Desire". In the latter, ork did play a few bars before GoGo came on.

George Gershwin's "Somebody Loves Me" was delivered the way the composer wrote it. Ending the show with another old-timer, "Exactly Like You", rounded out a well-balanced 15-minutes of evening music coming from a studio instead of a remote spot. Apparently idea is to appeal to idlers in parked autos, couch sitters, etc. This is the correct formula, dividing the period with new and old songs, for reminiscent purposes in the late evening.

"Cavalcade of Music"

The DuPont "Cavalcade of Music" program on Wednesday night, over WABC-CBS at 8-8:30,—switched its scheduled Rodgers and Hart tribute to that of Gershwin, whose music was originally scheduled for next week's show. Don Voorhees orchestra played many of the best known Gershwin tunes, with Conrad Tibault, baritone, coming in for some of them. Narrator highlighted the late composer's career, making but one error, chronologically, in giving 1923 as the year it was first played in concert by Paul Whiteman at Aeolian Hall. (Feb. 12, 1924, was the date.) Toward the close a short but apt eulogy was paid Gershwin as one who had taken his place in the "cavalcade" of America. Program, as usual, which does not interrupt for credits, closed with the value of research in bringing to light more and better uses of various natural and chemical products.

"Broadway Melody"

Col. Jay C. Flippen had a right smart guest lineup on Wednesday evening's "Broadway Melody Hour" over WHN-WOR. First there was the stuttering comic, Harry Savoy, who made a sensational hit on the Eddie Cantor program just after Parkyakarkus left, but for some reason didn't remain on the Cantor show. Savoy brought his same hilarity to Flippen's program, and it must have cased many listeners to wonder why

AGENCIES

J. WALTER THOMPSON CO. has again been appointed to handle the advertising appropriation, about \$225,000, for Washington State Apple Advertising Commission, Wenatchee, Wash.

BOTSFORD, CONSTANTINE & GARDNER agency, Seattle, is expanding, with addition of a new radio production, script and statistical department. The important new radio section is headed by Caryl Coleman. In the general expansion, the agency has taken much larger Seattle quarters in the 814 Second Ave. Bldg., and has also added other important staff members. Keith McCormick, formerly manager of Seattle offices of Stewart McIntosh agency, has joined the Botsford staff as account executive. John Kalbach has been appointed to assist in the handling of production and research, and Ella Lehr, formerly of the San Francisco Call-Bulletin, has been named to head the new home economics department.

WAYNE S. SWANSON has joined the W. L. Post Advertising Agency as an account executive.

such a funny comedian is not heard in a regular spot.

Gus Van was another guest, doing a few song numbers expertly. Then there were Helen York, Joe Martin and Ethel Shepard, vocalists, and Irving Aaronson's orchestra, as well as Flippen's femme stooge, Mousey. It was one of the brightest half-hours of the series to date.

"Little Moments With Big People"

Doug Allan's usual quarter-hour program on WINS was stretched out to a half-hour Thursday at 1:30 p.m. in order to present a dramatization of the life of the Rev. R. Anderson Jardine, the "poor man's pastor" who performed the Duke of Windsor's wedding ceremony. The Windsor event, of course, received emphasis in the dramatization, which was quite well handled and brought in Mrs. Jardine and several other characters. It made a very interesting 30 minutes.

Briefly

Walter O'Keefe was lots better on this past Wednesday's "Town Hall Tonight" than he was in the first week of his summer stint in the Fred Allen spot on the NBC-Red network. The more they let O'Keefe do a show in a style that fits his ample talents, the better the show will be.

Beatrice Lillie holds to a consistently high level in batting out the sophisticated comedy Wednesday evenings at 8 over the NBC-Blue network. And she gets effective feeding from the effeminate stooge in the cast.

WMCA's tribute to George Gershwin at 9:30 p.m. Wednesday was one of the most interesting of the special programs presented in honor of the late composer. Gene Buck, Sid Gary, Harold Arlen, Harry Hersfield and others participated, with Nat Brusi-loff's orchestra playing the music.

STATION-STUDIO
and
TRANSMITTER

EQUIPMENT

NEW DEVICES
and
IMPROVEMENTS

Latest Technical Developments and Activities in Radio and Television

Entire New Equipment Is Installed at WJW

Akron — The engineering staff of WJW, with installation of an ultra-modern custom-built control desk, designed and built by the station's technical department, have completed the job of putting in entirely new equipment, from hi-fidelity transmitter to microphones, use of which adds greatly to quality of service rendered to WJW coverage.

The new control unit is a semi-horseshoe organ console shape, and from it the operator controls the studios and remotes, as well as the transmitter, itself, while an auxiliary rack contains all audition equipment. Full inter-locking microphone relays are augmented by an emergency manual patch-board, to obviate interruption of service.

Novel innovations include an electric clock and telephone dial set flush in the panel, and telephone equipment and a compartment for low-level amplifier in the upright standards of the desk.

Finished in black crackle with battleship grey panels, the whole is a compact unit exceptionally easy to "ride" according to the boys who are doing it.

Rules for Television Playwrights

Berlin — The television play "Detective Inspector Jenkins," recently televised here in the television cinemas in various parts of Berlin, was transmitted through co-axial cables without any technical interferences. The actors and the producer, too, did their work well. No curtains needed be dropped between the scenes. In moments when the background had to be changed, some leading actor was placed directly in front of the pick-up apparatus and his picture was transmitted in a close-up. The light shadows of stage-hands flitting to and fro behind his back were scarcely visible to the public. The actors experienced a novel kind of stage-fright, since they had to adapt themselves to the side-scene of the stage as well as to the close-ups usual in film studios whilst playing in the dark and being scanned merely by a beam of light.

CHARLES ROSS, Inc.

Formerly Motion Picture Lighting and Equipment Corp.
WE FURNISH
Electrical Lighting Equipment
of Any Kind
FOR RADIO STATIONS
244-250 WEST 49th STREET
New York City Tel. Circle 6-5470-1

Station Improvements

Cleveland—The FCC has just approved the installation of a new 470 foot vertical antenna for WTAM, the 50,000-watt NBC station here. Bids are now being received for the construction of the radiator. It is expected that the New York executive offices will let the construction contract for the new WTAM studios late this month. Job must be completed by January 1, 1938, because lease on present quarters expires at the end of the year.

Chicago—Construction permit for installation of a new transmitter, erection of a vertical antenna, and move of transmitter from Elgin, Ill., to Rohlwing Road, two and a half miles southeast of Schaumburg, Ill., and studios from 445 N. Michigan Ave. to 441 N. Michigan Ave., is requested by WGN in an application filed with the FCC.

Utica, N. Y.—WIBX has submitted application to the FCC covering modification of construction permit to install new transmitter and vertical antenna, change of power and move

of transmitter, requesting extension of completion date to Sept. 10.

St. Paul—KSTP has applied to the FCC for a construction permit for a new transmitter and installation of directional antenna for day and night use, along with increase in power to 50 kilowatts day and night.

More Remote Rig Units Are Developed at WLBC

Muncie, Ind. — Clemes X. Castle, WLBC engineer, in charge of developing new remote rigs for the station, has completed three more units. This gives WLBC five remote rigs now available for use.

KDKA Antenna Replaced

Pittsburgh—KDKA has completed the installation of its new vertical antenna which replaces the one which was blown down last winter as it was nearing completion. Tests are now going on and it is expected it will be in operation by the first of next month.

Tube Tester Developed For Radio Servicemen

As a result of a careful survey and analysis of today's serviceman's needs, Philco Radio & Television Corp. engineers have developed a high-quality, low-cost, complete, new 1938 Philco Model 066 Tube Tester, which gives an absolutely dependable test because it applies a check that covers all characteristics of the tube at once.

To meet the real demand for an accurate tube tester that would definitely tell the dealer or serviceman whether a tube is good or bad, Philco's Tube Engineering Department developed a circuit that proved especially gratifying because of its accuracy. Then, in preparing the chart that goes with the tester to show the readings for the different types of tubes, Philco engineers have actually tested and recorded the readings on more than 50,000 tubes. The tube chart is based on these tests.

New KSFO Transmitter In Operation Next Month

KSFO, San Francisco, expects to have its new 1,000-watt General Electric transmitter in operation next month. The transmitter, located on the bay, will be housed in a new building with vertical antenna. Jimmy Middlebrooks of the CBS engineering staff is acting as technical advisor to the station during installation of the new equipment.

John Riley on Vacation

New Haven—Engineer John Riley of WELI leaves this week on vacation. Destination unannounced.

Radios for Arctic

Commander Donald B. MacMillan, who recently left Gloucester, Mass., aboard the Gloucester fishing schooner Gertrude L. Thebaud, on a 6,000-mile Arctic expedition, the ship being equipped with a specially designed Zenith code-and-radio transmission and receiving apparatus, will make stops on his present Expedition at Sydney, N. S., and at a string of Moravian mission stations along the Labrador coast, where he will distribute Zenith radios and Windchargers. The latter generate electricity from wind power. In numerous northern posts which have no dependable source of electricity, the wind is expected to take over the job of electrification and running radio.

NEW PATENTS Radio and Television

Compiled by JOHN B. BRADY, Attorney
Washington, D. C.

- Re. 20,442—Automatic Control for Audion Amplifier. Stuart Ballantine, Mountain Lakes, N. J., assignor, by mesne assignments, to RCA.
- Re. 20,446—Negative Resistance. Edward H. Yonkers, Jr., Chicago.
- 2,086,546—Oscillograph. Roscoe H. George, West Lafayette, Ind., assignor, by mesne assignments to RCA.
- 2,086,566—Static Limiting Device. David G. McCaa, Lancaster, Pa., assignor to Alan N. Mann.
- 2,086,578—Electron Discharge Device. Arthur L. Samuel, Orange, New Jersey, assignor to Bell Telephone Laboratories.
- 2,086,579—Electron Discharge Device. Arthur L. Samuel, Orange, N. J., assignor to Bell Telephone Laboratories.
- 2,086,595—Electric Wave Translating System. Sidney E. Anderson, Maplewood, N. J., assignor to Western Electric Co.
- 2,086,601—Modulating System. Robert S. Caruthers, Mountain Lakes, N. J., assignor to Bell Telephone Laboratories.
- 2,086,602—Modulating System. Robert S. Caruthers, Jackson Heights, N. J., assignor to Bell Telephone Laboratories.
- 2,086,615—High Frequency Wave Meter. Gastave L. Grundmann, Westmont, N. J., assignor to RCA.
- 2,086,718—Electron Tube. Max Knoll, Berlin, Germany, assignor to Telefunken Gesellschaft fur Drahtlose Telegraphie m.b.H.
- 2,086,742—Radio Receiving System. Hans Scharlau, Berlin, Germany, assignor to Telefunken Gesellschaft fur Drahtlose Telegraphie m.b.H.
- 2,086,892—Frequency Monitoring Device. Loy E. Barton, Collingswood, N. J., assignor to RCA.
- 2,086,899—Keying System. Stuart E. Currier, Erlton, and Edwin C. Ballentine, Moorestown, N. J., assignors to RCA.
- 2,086,905—Radio Transmitter Apparatus. John Evans, Riverside, N. J., assignor, by mesne assignments, to RCA.
- 2,086,904—Frequency Multiplier. John Evans, Riverside, N. J., assignor, by mesne assignments to RCA.
- 2,086,914—Condenser. Lyman G. Ketcham, Brooklyn, assignor to Teleradio Engineering Corp.
- 2,086,918—Method of Frequency or Phase Modulation. David G. C. Luck, Woodbury, N. J., assignor to RCA.
- 2,086,919—Oscillator Frequency Regulation. Donald W. McIlhiney, Great Neck, N. J.
- 2,086,926—Deflecting Circuits. Arthur C. Stocker, Haddon Heights, N. J., assignor to RCA.
- 2,086,961—Method for the Wireless Transmission of Sound Films. Kurt Schlesinger, Berlin, Germany.
- 2,086,964—Current Measuring Means. Francis H. Shepard, Jr., Rutherford, N. J., assignor, by mesne assignments to RCA.
- 2,086,976—Antenna System. George H. Brown, Haddonfield, N. J., assignor to RCA.
- 2,086,985—Weld-Splash Shield. Loris E. Mitchell, Bloomfield, N. J., assignor, by mesne assignments to RCA.
- 2,087,063—Demodulator. Brunson S. McCutcheon, Princeton Township, N. J., assignor to Alan N. Mann.
- 2,087,073—Radio Receiver. Rogers M. Smith, Merchantville, N. J., assignor to RCA.

PROMOTION

WCCO Written in the Sky

A promotional stunt unique in the annals of Northwest broadcasting was staged by WCCO when the station's call letters were written against the blue sky high above the heart of Minneapolis. Speeding at nearly 200 miles an hour in his single-seated pursuit plane, Colonel Arthur Goebel, "Phillips 66" skywriter and winner of the 1927 Dole flight from San Francisco to Hawaii, wrote the gigantic letters at an altitude of 10,000 feet.

During the time he was cutting capers in the air, Goebel was also taking part in a two-way broadcast relayed over WCCO. The two-way communication was accomplished by W5XAR, a portable aircraft station installed in Colonel Goebel's plane, and W5XAS, a portable mobile station installed in a specially built car. Both of these stations are crystal controlled and operate on 31,600 kilocycles. Handling the microphone in the car was Clellan Card, ace WCCO announcer.

During the two-way test broadcast over WCCO, Colonel Goebel described his maneuvers in the air, gave his altitude and weather conditions, and described the view from his vantage point.

Readin' and Writin' Contest

Bob Provan's program, "Readin' and Writin'," heard Tuesday evenings at 10 o'clock over WDRC, Hartford, Conn., has proved to be a most popular feature judging from the many entries in the contest which Bob has been running. Readin' and Writin' asks listeners to submit lists of words to be spelled and pronounced and the station has received a gratifying response, hearing from people all over the state who believe they have lists of words which are pretty puzzling. Each week an electric desk clock is given away to the person submitting the best list of words in the opinion of the judges who are members of the station's staff. So far, five clocks have been given away in this interesting contest. An interesting excerpt from one of the fan letters received reads as follows:

"I have been very interested in your Readin' and Writin' program and have learned something in every program I was able to hear. Spelling was never very hard for me, but pronunciation—oh, oh! You see, when I was young I was alone so much and read so much, guessing at the way the words should be pronounced. Anyway, who stops to pronounce words when reading an interesting story? Then as I grew older, words came to intrigue me as I wove them into a few stories, a good many articles, and of late years, advertising work and contests."

"Lone Ranger" Wins Award

"The Lone Ranger" produced in the studios of WXYZ, Detroit, for broadcast over a nation-wide hookup three times weekly, has been selected for the annual award given by the C.I.T. Safety Foundation for the radio program contributing most to traffic safety. The award, a bronze plaque appropriately inscribed, will be made during the "Lone Ranger" program July 23 by John W. Darr, vice-president of Commercial Investment Trust Inc., of New York, creators of the C.I.T. Safety Foundation. The award will be made to King-Trendle Broadcasting Corp., owners of WXYZ and creators of "The Lone Ranger" program.

Doug Arthur Assigned

Doug Arthur, former announcer at WTNJ, has been given a new program of recordings and time signals at 7-7:45 a.m. every morning, Monday through Saturday, over WNEW. Arthur, a staff announcer for the past few months over WNEW, handled the "Make-Believe Ballroom" for Martin Block during the latter's vacation. Morning spot will be sold for spot announcements only until fall, when a regular sponsor is expected to take over the full show.

Robert Rounseville on WOV

Robert Rounseville, tenor, appearing in the Broadway musical, "Babes in Arms", will be heard on "Good Morning Revue" heard Tuesdays and Saturdays at 11 a.m. starting next week over WOV here and WRAX, Philadelphia.

Paramount Signs Bolton

Joe Bolton, baseball announcer for WHN, has been signed as chief sports commentator for Paramount newsreels. He assumes new duties, in addition to broadcasting commitments, in two weeks. Bolton has been doing special chores for Paramount for the past three years, but has never been under contract.

Cash Awards for Program Ideas

WNEW will pay cash awards to staff members submitting the best program ideas, it was announced yesterday by Manager Bernice Judis. Shows must have commercial value, and winners will receive award when the show goes on the air, and another cash prize when and if the program is sold. All employees of the station are eligible.

Gogo DeLys to the Coast

Gogo DeLys, CBS singer, leaves for Hollywood tonight to make a special appearance on the Ken Murray broadcast Wednesday night. Miss DeLys will stay on the coast for an unlimited period. Deal was set by Mack Davis of Columbia Artists Inc.

Bob Howard Back on WHN

Bob Howard, Negro singer, has returned to WHN and will be heard seven days a week at midnight.

... Radio's own daily newspaper modestly presents a series of 100 unsolicited testimonials as to what Radioland thinks of RADIO DAILY.

WPTF

"... We feel that RADIO DAILY is filling a very definite need in an excellent manner. Please accept our congratulations."

Richard H. Mason
Manager.

SMALL-LANDAU COMPANY

"... I have learned to rely a great deal upon RADIO DAILY, and think it unquestionably the most valuable publication in the field."

Peter DeLima

ATLAS PICTURES CORPORATION

"... Hats off to RADIO DAILY! It is a great little newspaper, and one that is surely needed by all the executives in the radio industry."

Bruce Gallup

... RADIO DAILY is six months old. It is growing fast. It already has the confidence of a great progressive industry. Watch RADIO DAILY.



★ Coast-to-Coast ★



NILES TRAMMELL, NBC vice-president; O'Neal Ryan, v. p. of Blackett-Sample-Hummert agency; Hays MacFarland, head of agency by that name, and Attorney Norman Pritchard are on a fishing vacation in Canada. Expect to return Aug. 1.

Realsilk has decided to drop radio for rotogravure and other newspaper advertising this season. Leo Burnett agency handles account.

Fibber McGee and Molly have turned down offer to play Chicago theater week of July 23. They're all tired out from movie making and want to get acquainted with their youngsters. Ted Weems, however, will play the theater that week.

Harold Clizbe, formerly a member of WBBM's Cheri and the Three Notes, has left the air to go into business at Council Bluffs, Ia. He has been replaced by Lee Gillette, formerly of Campus Trio.

Buckingham Gunn of J. Walter Thompson's radio department and Janet Fargo of WBBM Continuity department are home from their honeymoon.

John Lair of WLS to Mt. Vernon, Ky., for funeral of his aunt.

Dick Chindblom, WBBM assistant program director, back from vacation in Yellowstone Park.

Everett Mitchell, senior NBC announcer here, back from Rocky Mountain State Park.

Edna Odell and Milton Charles are the talent in a new program being sponsored by Chicago Milwaukee Steamship line on WBBM through W. W. Garrison & Co.

Bernardine Flynn (Vic) will be written out of the "Vic and Sade" script for a while soon, due to a coming blessed event. Paul Rhymer, author of the script, also headed for papahood.

Bess Johnson, the Voice of Lady Esther, and Estelle Mendelsohn, copy writer for the account, have already moved to Lord & Thomas though Stack-Goble continues to collect on the account until Sept. 1.

Leading role of Princess Pat's "A

WPA's "Music at Nine," on WMCA at 9-9:30 p.m. Tuesdays, starting next week, will skip a broadcast on Aug. 3. Lehmann Engel, director of the Madrigal Singers, who are featured in the four weeks' program, sails for Europe right after the first broadcast and returns to conduct the Aug. 17 show. Oliver W. Nicoll of the Radio Division is in charge of the first presentation, and James Selwood will handle the July 27 and Aug. 10 shows.

Stuart Steelman, tenor of the Song-fellows quartet on WHO, Des Moines, will marry Alice Marquis at Colfax, Ill., on July 23.

Harry Long is a new member of the announcing staff at KOL, Seattle.

Tony Stanchfield and his group of entertainers are being heard twice weekly on KAST, Astoria, Ore.

Tale of Today" is being written out for the present, since no one satisfactory has been found to replace Joan Blaine who has gone to New York.

Isabel Randolph, NBC character actress and dialectician, is doing a series of spots on the Fibber McGee show.

Vacationists from "National Barn Dance": Glen Welty, musical conductor, leaves July 22 for his old home in the Black Hills. Henry Burr to visit his birthplace in New Brunswick, Canada.

Announcer Paul Dowty, WBBM, back from motor tour of 2,200 miles in one week.

Harold Safford, program director; Earl Kurtze, manager artists bureau; George Cook, treasurer of WLS, to Indianapolis making arrangements for WLS programs from State fair. WLS also lining up shows for Wisconsin and Illinois State fairs.

Sherman Ellis, Princeton grad, has joined program department of WBBM.

Roger Krupp, CBS mikeman, back at work after illness of fortnight. Cumberland Ridge Runners leave the Drug Trades show on WJJD, July 19, for a month's vacation with the Pickard Family pinch-performing. Stella White is new on WIND continuity staff.

Olan Soule, who just wound up assignment on "Couple Next Door," is polishing off a dramatic show which he hopes also to star in, produce and handle the announcing.

Paul Luther to describe Arlington Classic and Futurity for CBS on July 24 and 31.

Bob McElwain, WLS promotion department, and Sophia Germanich, soprano, will be married July 31.

Chuck Haynes and Ray Ferris who started in radio with Gene Arnold and NBC Minstrels, are back at WLS teamed with Christine, a soprano, as vocal trio.

"Flying High," new Friday night studio diversion of WPG, Atlantic City, is exhibiting quite a bit of originality as presented by Ray Morgan and Ralph Shoemaker, staff announcers.

Sterling V. Couch, program director at WDRC, Hartford, Conn., returns from vacation this week. G. Arthur "Pete" Peterson of the commercial department is going. Ditto Walter Haase, studio manager.

Hec Chevigny is the author of "A Lady of Millions," which May Robson is disking for Bauer & Black. Cast supporting Miss Robson includes Nan Leach, Earl Ross, Charlie Long, Arthur Van Slyke, Capt. William Royal, Martha Wentworth, Ted Bliss, Gerry Buckner, Sonny Ladoux, Elbert Gondero and Vangie Bilbie.

CBS Short Wave Revision

CBS's short wave station to South America and Europe began operating on a new time schedule yesterday. Each week-day programs will be transmitted to Europe at 7:30-10 a.m., 3-5:30 p.m. and 6:30-7 p.m. Programs sent to South America on these days will be heard at 10-10:30 a.m., 5:30-6 p.m. and 7 p.m.-12 mid. Sunday schedule calls for two broadcasts to be transmitted to each continent. European dialers can catch programs at 8-10 a.m. and 1-4 p.m. South America programs will be transmitted from 5-6 p.m. and 7 p.m.-12 mid. On the Sunday broadcasts to South America, frequencies used will be 15,207 kc. and 11,830 kc.

"Movie Pilot" to Sign Off

Hudson River Day Line terminates its summer series of "Movie Pilot" broadcasts on WEA-F, Mondays, Wednesdays and Fridays, 7:30-7:45 p.m., after the broadcast of Aug. 13.

COLUMBUS

Bill Wallace, WCOL chief announcer, is on vacation.

C. M. Everson, general manager of WHKC, is vacationing at Marinette, Wis.

John Agnew, asst. program director of WHKC, vacationing in Canada.

Philco is buying two 15-minute night programs at WBNS, in addition to the Boake Carter broadcasts.

WBNS has contracted the Judy Heating & Ventilating Co. for a year of regular spot announcements.

WHKC's "Hob-Nobbers," vox pop program, has been sponsored for the next five weeks. Fred Joyner, announcer and night supervisor, and Rose Kaye, society and club editor, are the hob-nobbers.

GERTRUDE BERG's five-year contract whereby Procter & Gamble will sponsor "The Goldbergs" involves a cool million dollars. Deal whereby Miss Berg will write and produce the show, also play a part, was made by Donna Harshberber of the NBC Artists Bureau. Agency is Compton.

Alice Prindle contralto, and Lewis TeeGarden, reader, are the principals in the new Orange network show, "Slumbertime," heard three times weekly.

Verna Osborne, soprano well known in the East for her work on NBC, has joined the staff of KFWB and will be featured with Leon Leonardi's orchestra on "Ask Mr. Hollywood," new Tuesday 9 p.m. feature.

South Sea Boys, Hawaiian combination, now heard over KRKD at 4:30 p.m. daily.

KEHE has added Three Simmons Sisters to the cast of the California Swing Minstrels, Wednesdays at 9 p.m. Cast already boasted Miller and Mantan, Ollie May Lane, the Four Tones, Lucille Hall, Bill Alexander, Spencer Williams Jr. and the Sheffield Singers.

"Miniature Magazine," KMTR feature produced by Arthur Purcell, has been moved from a morning spot Saturday to the 8:00-8:15 niche on Thursday nights.

Larry Kent and his crew busy waxing for Brunswick.

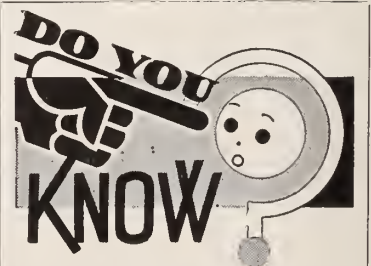
Charles Ruggles, Lionel Stander and Pat O'Malley set for comedy spots on Camel show of July 20 and 27 and August 3, respectively, by J. Savington Crampton of William Esty Co.

Annual encampment at Bohemian Grove, playground of cosmopolitan Bohemian Club in San Francisco, tomorrow, magnet for Earle C. Anthony, Harrison Holliway, Syd Dixon and Walter Bunker, NBC producer. Anthony already in San Francisco en route to the doin's on the Russian River.

ONE MINUTE INTERVIEW

JOHN F. PATT

"You must, above all, realize that radio is as big as its service to its listeners. We can't expect to maintain purely a commercial enterprise. The listener's general wishes for entertainment and information come first. Then, we sell advertising space. My motto for radio is always 'Think first of the listener'. He's the man who keeps us in business."



John B. Gambling first read reports from a newspaper in 1927, and thereby claims to have been radio's first news commentator?



RADIO DAILY

Serving the Better Interests of Commercial Radio and Television



VOL. 2, NO. 12

NEW YORK, N. Y., MONDAY, JULY 19, 1937

FIVE CENTS

7 New Fall Shows on CBS

NEWS PERIODS HEADED FOR NEW HIGH IN FALL

Use of news periods for both commercial and sustaining programs will be on a larger scale than ever this fall, with the leading press associations and news services continuing to enlarge their list of station subscribers throughout the country. That the trend may also lead to different type of news presentations apart from straight news bulletins and

(Continued on Page 3)

Ascap is Negotiating With Foreign Societies

Negotiations are on between Ascap and newly formed performing rights societies in Holland and Czechoslovakia, according to John G. Paine, general manager of Ascap, who returned to his desk Friday after a six-week European trip. Pact between the two foreign countries will further enhance the catalog of Ascap.

(Continued on Page 5)

Begin Short Wave Tests Within Next Few Months

London—In accordance with discussions at the recent summer meeting of the International Broadcasting Union held in Lausanne, Switzerland, with 20 nations represented, tests will be started within the next few

(Continued on Page 7)

P. & G. Resumes on Coast

San Francisco—Procter & Gamble has reinstated "Woman's Magazine of the Air" over the Pacific basic Red NBC net, Monday through Friday, 2:30-2:45.

KTKC Makes Bow

Visalia, Cal.—Another new California radio station made its bow yesterday when KTKC started functioning here.

Owned by Tulare and Kings County Radio Associates, the station operates on 1190 kilocycles with 250 watts power.

Visalia is in the heart of the fertile San Joaquin Valley agricultural district.

World Radio Confab

Sydney—Plans are being developed for holding the World Radio Convention here April 4-14. Institution of Radio Engineers (Australia) originated the idea, and General Secretary O. F. Mingay is handling advance details.

FIRST NETWORK SERIES FOR PEPPERELL MFG. CO.

Pepperell Mfg. Co., Boston (sheets, etc.) will start its first network series on Nov. 5 over 38 NBC-Blue network stations, Fridays, 7:15-7:30 p.m. Program was tried out on a two-

(Continued on Page 8)

No ET Commitments By Union After Aug. 14

In deference to potential action of the Executive Board of the AFM, which meets July 26 to take up the question of electrical transcription and phonograph record control on radio, Local 802 has requested its membership not to commit itself to the making of either ET or other disks after Aug. 14.

Action is more or less a matter of being covered in the event the Executive Board takes action which may put the musicians under a ban on recordings or the price scale jacked up, etc.

★ THE WEEK IN RADIO ★

... Disk Men and the AFM

By M. H. SHAPIRO

ACTION of the AFM Executive Board, inviting the phonograph record manufacturers to confer on July 26, when the board meets, does not seem to portend good news to outlets depending upon the playing of records... while the AFM's move would appear a conciliatory one, the fact is that they intend to bring pressure to bear upon the source of manufacture where the playing over the air could be controlled effectively.... In New Orleans the local musicians'

union ordered orchestra leaders not to make any electrical transcriptions or phonograph records unless each contract is approved by the local...

Summer bugaboo anent accounts steering clear of the ether seems pretty well dissipated this season, with virtually no unexpected major cancellation on any of the big nets.... Fred Allen re-signed for another two years, and the "Goldbergs" come back soon for Procter & Gamble for

(Continued on Page 2)

Three More Accounts to Be Set--Gross of Columbia Network for 1937 Will Top 1936 by About \$5,000,000

WLW LINE IS ADDING NEW ACCOUNTS IN AUG.

The WLW Line, will add new commercial accounts beginning in August, according to Transamerican officials, who have set four strips across the board plus other half-hour and 15-minute periods. These several hours will be augmented gradually, all according to time left open on WLW. Time situation on the 500,000 watt is the key to the sales;

(Continued on Page 3)

Would Ban Broadcasting Of Racing Information

Washington Bureau, RADIO DAILY
Washington—A bill to prohibit transmission, by radio or otherwise, of gambling information such as advance dope on races or other events, was introduced in the Senate last week by Senator Burton K. Wheeler. The measure was referred to the Committee on Interstate Commerce.

Celler to Discuss Bill

Congressman Emanuel Celler of New York, sponsor of the bill for a government-owned radio station, will speak over WMCA tomorrow night at 9:45-10 on "A Pan-American Radio Station." Talk will originate at WOL, Washington.

With seven new shows booked for the fall and three more yet to be set, CBS bids fair to show a \$28,250,000 gross when the 1937 books are closed. This amounts to approximately \$5,000,000 more than the 1935 total. Billings are already \$3,600,000 ahead of the corresponding period of last year.

The network rate increase which went into effect last January will be felt before the end of the year, thereby adding more monies to the

(Continued on Page 3)

COAST ARTISTS' GUILD BECOMES EQUITY UNIT

West Coast Bureau, RADIO DAILY
Los Angeles—The former Radio Artists Guild is now an integral part of Actors Equity and henceforth will be known as Radio Equity, Local No. 1. Affiliation was effected last week and affects a claimed membership of approximately 300 actors, producers,

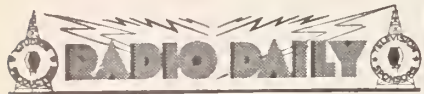
(Continued on Page 7)

Advertising Rate Hike By WWL, New Orleans

New Orleans—WWL, the CBS outlet here, has raised its local advertising rates on an average of 25-50 per cent and discontinued its so-called bargain rates. A raise in national rates is scheduled for the near future, Manager Vince Callahan told the RADIO DAILY.

11th for Don Lee

San Francisco—Don Lee network will add its 11th station Aug. 1 when KQW, 1,000-watt on 1,010 kilocycles in San Jose affiliates with the web. Deal was made through Lewis Allen Weiss, general manager of the network, and Ralph R. Brunton, owner of KQW. Station will receive much Mutual stuff as well as Don Lee programs.



Vol. 2, No. 12 Mon., July 19, 1937 Price 5 Cts.

JOHN W. ALICOATE : : : Publisher

DON CARLE GILLETTE : : : Editor

MARVIN KIRSCH : : : Business Manager

Published daily except Saturdays, Sundays and Holidays at 1501 Broadway, New York, N. Y., by Radio Daily Corp., J. W. Alicoate, President and Publisher; Donald M. Mersereau, Treasurer and General Manager; Chester B. Bahn, Vice-President; Charles A. Alicoate, Secretary; M. H. Shapiro, Associate Editor. Terms (Post free) United States outside of Greater New York, one year, \$5; foreign, year, \$10. Subscriber should remit with order. Address all communications to RADIO DAILY, 1501 Broadway, New York, N. Y. Phone Wisconsin 7-6336, 7-6337, 7-6338. Cable address: Filmlay, New York. Hollywood, Calif.—Ralph Wilk, 6425 Hollywood Blvd. Phone Granite 6607.

Entered as second class matter April 5, 1937, at the postoffice at New York, N. Y., under the act of March 3, 1879.

FINANCIAL

(Saturday, July 17)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Am. Tel. & Tel.	169 1/2	169	169 1/2	— 1/4
Gen. Electric	56 3/4	56 1/2	56 3/4	— 1/4
North American	25 3/4	25 1/2	25 1/2	— 1/8
RCA Common	9 1/8	9	9 1/8	— 1/8
Stewart Warner	17 3/4	17 3/4	17 3/4	— 1/8
Zenith Radio	37 3/4	37 3/4	37 3/4	— 1/8

NEW YORK CURB EXCHANGE

Nat. Union Radio	1 3/4	1 3/4	1 3/4	— 1/8
------------------	-------	-------	-------	-------

OVER THE COUNTER

	Bid	Asked
CBS A	30	31
CBS B	29 1/2	30 1/2
Stromberg Carlson	13	15

WCKY Boost to 10,000 Scheduled for July 27

Cincinnati — WCKY officially dedicates its new 10,000-watt transmitter on July 27. L. B. Wilson, president and general manager, will make a short talk at 8:27 p.m. EST.

First on Southern Network

First client to sign for the new NBC-Blue southern group is Zenith Radio Corp., Chicago, for its Blue network series starting Sept. 5 at 10-10:30 p.m. Program will go coast to coast using 82 stations. Sponsor is using a number of supplementary stations located in small rural sections where prospects for the Zenith windcharger radio set are located. E. H. Brown Advertising Agency, Chicago, has the account.

Herman Bernie to the Coast

Due to Ben Bernie's American Can program originating from the coast starting this fall, Herman Bernie, who handles guest talent for the show, leaves for Hollywood the latter part of August.

KMMJ

Clay Center, Neb.

The favorite family station

★ THE WEEK IN RADIO ★

... Disk Men and the AFM

(Continued from Page 1)

a long stretch. . . Networks and stations outdid themselves in paying tribute to the late George Gershwin . . . many fine programs excellently handled. . . CBS inaugurated its Shakespeare cycle with an auspicious start and swell production of "Hamlet." . .

Atlantic Refining Co. bought time on some 64 outlets for its football series. . . Lanny Ross signed to head new Packard show in fall. . . Transradio continues with its expansion plans and announces additional station subscribers. . . Bulk of network biz for first six months of 1937 is drawn from six fields . . . with drugs and toilet goods leading on NBC and food and food beverages on CBS. . .

Passing of Senator Joe Robinson

dealt a blow to the protagonists of the FCC as it stands . . . the Senate majority leader having introduced the bill to keep the FCC from being absorbed in the Department of Commerce . . . a few of the leading broadcasters of the country often proposed that radio hire a man of Senator Robinson's type as the so-called "czar" for many obvious reasons. . . Tire and rubber companies touted as being set for increased radio budgets.

Equity members held a meeting between themselves, one group inviting another for the purpose of talking over the organization of radio actors and possible control of ET situation also. . . Total nationwide biz in May was better than April the seasonal drop failing to come through. . .

Kennedy Commentator For Kendall Refining

John B. Kennedy has been signed by the Kendall Refining Co., Bradford, Pa., for a series of news commentator programs on WJZ locally beginning Sept. 4. Series will be heard Tuesdays and Thursdays, 7:45-8 p.m. Batten, Barton, Durstine & Osborn Inc. is the agency.

Signed for O'Neill Cycle

Helen Hayes, Henry Hull, Francesca Bruning and Peggy Wood, stage and screen stars, have been signed for the cycle of Eugene O'Neill plays to be presented over the NBC-Blue network next month. Miss Hayes will have the lead in "Beyond the Horizon," Aug. 2 at 9:30-10:30 p.m.; Miss Bruning in "The Fountain," Aug. 9 at 9:30-10:30 p.m.; Hull in "Where the Cross is Made," Aug. 16 at 9:30-10 p.m., and Miss Wood in "The Straw," Aug. 23 at 9:30-10:30 p.m.

Philadelphia Survey

Philadelphia—In a six-day survey conducted by Ross Federal for Bachman Chocolate, Brown & Williamson, and Mrs. Smith's Pie Co., using WFIL programs at 5:45-6, 6-6:15 and 6:15-6:30 p.m., following results are disclosed by Donald Withycomb, WFIL general manager.

Grouping all the periods, net total found WCAU first with 28.60 per cent; WFIL next with 24.34 per cent; KYW, 18.05 per cent; WJZ, 8.72 per cent; WDAS, 6.49 per cent; WIP, 4.26 per cent; WOR, 2.03 per cent; all others, 2.84 per cent; don't know, 2.43 per cent; refused information, 1.82 per cent; and incorrect replies, .42 per cent.

A street survey conducted by Lennen & Mitchell agency, prior to renewal of Tidewater Oil Co. contract on WFIL for another 52 weeks, showed that 80 per cent of their random sample listened to news via their radios and 64 per cent of these preferred the Tydol news periods over WFIL.

Dog Food Account Set On 10 Stations in Oct.

Modern Food Process Co., Philadelphia (Thrivo, dog food) through Clements Co., Philadelphia, has signed a 26-week contract on 10 NBC-Blue network stations (WJZ, WBZ-A, WBAL, WMAL, WSYR, WHAM, WEBR, KDKA and WABY). Series will begin Oct. 17 at 4:45-5 p.m.

Larry Nixon Joins WNEW

Larry Nixon, who recently left WMCA, has been appointed director of special events for WNEW. Nixon will assist Richard Brooks, news commentator, with a new series of news airings scheduled to begin July 26. Brooks remains in charge of news at the station.

New position at WNEW does not mean a change in personnel, as the post of director of special events had been divided between various department heads during the past. Sid Schwartz remains as publicity director.

Writers Set With Parkyakarkus

Lee Sands and Robert Marko, radio script writers, have been placed by Herman Bernie under exclusive contract to write all material for Harry Einstein (Parkyakarkus) starting Aug. 17. They will work on the coast.

Harlan Eugene Read on CBS

Harlan Eugene Read, news commentator recently heard over BBC, Mutual and Inter-City networks, has been signed by the CBS for a special series of broadcasts concerning the European situation. Read's first two appearances over the web are set for July 26 and Aug. 2 at 6:15 p.m.

ANICE IVES'

"EVERYWOMAN'S HOUR"

WMCA

Mon. thru' Fri., 11:15 to 11:45 A. M.

"There's nothing she can't sell."

COMING and GOING

KATHRYN CRAVENS arrives back in town late tonight from Hollywood, where she has been airing for the past three weeks. She stopped over in Chicago today long enough to make her broadcast, then continued on to New York.

BILL GOODHEART of MCA is out of town for a short vacation. Paula O'Brien, same office, left Saturday for three weeks at Cape Cod.

HENRY COX of Columbia Artists Inc. left Saturday for vacash. First stop is Quebec and then scuth to visit his folks.

REED KENNEDY, baritone on "Heinz Magazine of the Air," CBS program, has left on a two-week vacation.

JOAN BLAINE, due to a cold, delayed her departure from Chicago to New York until this week.

RUDY VALLEE and troupe, after next Thursday's broadcast from Dallas, will return to New York in time for the July 29 airing at Radio City.

MARY PICKFORD and BUDDY ROGERS sail back to California from Honolulu this week.

PHIL DAVIS of the WCAE, Pittsburgh, continuity department, is in Atlantic City.

LOUIS KATZMAN, musical director of WINS, leaves today for a vacation at Long Beach.

LESTER E. COX, president of WTMV, East St. Louis, has returned from a Maine vacation with his family.

HARRY GLICK returns today to WHN after a two-week vacation.

JOCKO MAXWELL, WLTH sportscaster, has left for Oak Bluffs, Mass., for a brief vacation.

IRVING STROUSE, Paul Whiteman's press agent, has returned from a ten-day trip with Whiteman in Fort Worth.

TED HUSING and ARCH McDONALD will be in Washington tomorrow to cover the fights from Griffith Stadium.

MAY ROBSON left Saturday on the Santa Rosa for the West Coast.

PAUL FELIX WARBURG sailed for Europe Saturday on the Rex.

BILL BURTON of the Rockwell-O'Keefe office left Saturday for a week's vacation at the Martha Boswell farm in Peekskill, N. Y.

PERCY WINNER, RUSSELL NORDSTROM, HENRY DOHERTY, FRANK SCHIELE and FRANK LE PORE, all of NBC press, off on their vacations.

JOHN McCORMICK, manager WKRC, Cincinnati, back at his desk after visit to CBS New York headquarters.

E. W. BUCKALEW, KNX sales promotion head, will be in New York sometime this week. He will remain east for a month and will be located at the CBS offices.

WILLIAM FEINBERG, secretary of Local 802, A. F. of M., left Saturday for a two-week rest at his summer home, Beacon, N. Y. (he doesn't expect to be called back more than 10 times during the two weeks.)

WILLIAM A. ROBERTS, sales representative of Station KRLD, Dallas, visits New York the last week in July on a vacation trip.

FRANK DEGEZ

CUSTOM CLOTHES

46 WEST 48 ST.
NEW YORK

BR yant 9-9746

Outfitter to some of the best Radio Bands on the air—Finest of imported materials with the finest of tailoring plus correctness of style. Priced from \$65 up.

SEVEN NEW FALL SHOWS FOR COLUMBIA NETWORK

(Continued from Page 1)

CBS coffers. Some of the large CBS clients were protected by old contracts when the new CBS rates were announced last fall.

Sponsors who have definitely signed for new fall periods are Lever Bros., Lehn & Fink, Heinz, Fisher Body, Pet Milk, Ford and an unannounced sponsor for the Tuesday 8-8:30 p.m. time. Prospects include the annual 26-week Carborundum series and Ward Baking series. Carborundum has been a CBS client since the network was started and lately used the 7:30-8 p.m. spot on Saturdays. Ward has used CBS facilities for the past five years and according to the agency, Fletcher & Ellis Inc., indications are that Ward will be back on the air again this fall. Ward spends the bulk of its advertising appropriation in radio.

The other prospect, Pittsburgh Plate Glass Co., announced sometime ago that it would sponsor a network show this fall. The first series put on the air by this client was heard over CBS.

Starting dates for the new accounts follow: Pet Milk on Oct. 2 will take a half-hour Saturday night period. This is in addition to the CBS daytime shows.

Lehn & Fink on Oct. 4 starts a Monday through Friday, series, 4:45-5:30 p.m. Program will be broken up into quarter-hours and will promote Lysol, Pebecco toothpaste and Hinds Cream.

The Ford Sunday Evening Hour returns Sept. 12 at 9-10 p.m. over 93 stations. The Ford show now in the spot shifts to Saturdays, 9:30-10 p.m. All Ford radio accounts are on CBS.

Lever Bros. returns the Al Jolson show to the air on Sept. 7.

H. J. Heinz, which now sponsors three half-hours daily, Mondays, Wednesdays and Fridays, 11-11:30 a.m., will take the 11:15-11:30 a.m. spots on Tuesdays and Thursdays on 58 stations. The Tuesdays series begins Aug. 3 and the Thursday series on Sept. 2.

When Kolynos moves out of the Tuesday, 8-8:30 p.m., on Aug. 6 into the Friday 8-8:30 p.m. spot now occupied by Bisodol, another sponsor will move into the Tuesday niche. Time has already been sold, presumably for another Sterling Products account because the half-hour directly before is sponsored by Bayer Aspirin.

Fisher Body will take a one-time shot on Aug. 31 at 8:30-9 p.m. to announce the Fisher Body Craftsman's

NEW PROGRAMS—IDEAS

WHK-WJAY Safety Campaign

United Broadcasting Co.'s two Cleveland stations, WHK and WJAY, last Friday announced a concerted drive in cooperation with leading local and civic figures to cut down the number of deaths due to all kinds of accidents—the city's traffic death toll alone having reached a new high of 114 deaths in six months. This is the first non-commercial radio safety campaign in the city and will include regular radio appearances of officials of Cleveland Fire and Police Departments. According to H. K. Carpenter, General Manager, and John T. Vorpe, Production Manager, the newly inaugurated Traffic Violators' School of the Cleveland Police Dept. will be an important feature of the WHK, series which is to start Thursday at 6:30 p.m., EST and be aired weekly. In the school, traffic violators are enrolled by compulsion, and by means of blackboard and chalk they will be thoroughly drilled in fundamentals of Cleveland traffic code.

Opening program will feature Mayor Harold H. Burton, Police Chief George Matowitz and Fire Chief James E. Granger. The National Safety Council and Elliott Ness, Cleveland Director of Public Safety, have promised full cooperation, and Carl Smith, director of local division of National Safety Council, will supply material for factual part of broadcasts.

On same day, WJAY will begin a five-minute daily series of safety hints by Patrolman Carl Schultz, traffic division of Cleveland Police, and Lieut. William Fergus of the Fire Department, who will be heard alternately. Schultz will take for example an accident which happened the day before, describe what happened and tell how it could have been avoided. Fergus will tell how to prevent fires and go into detail on elimination of fire hazards.

This concerted drive has already been highly praised as a real and worthwhile service to the public served by the two stations.

Guild awards. Program will come from Detroit where convention is being held this year.

Camel is another account which will increase its time on the network. On Sept. 28 show expands to full-hour, Tuesdays, 9:30-10:30 p.m.

To make room for some of these shows, shifts will have to be made. Other programs are moving because sponsor desires a different period. Shifts are: Personal Finance back to its old 10:30-11 p.m. spot on Sept. 28; "Myrt & Marge" Monday through Friday show sponsored by Colgate-Palmolive-Peet (Super Suds) to a morning time, 10:15-10:30 a.m., beginning Aug. 2; Gillette and Texas Co. on Sept. 26 swap the late spots each has been using for its Sunday repeat broadcasts, Texas getting the 11-11:30 p.m. period and Gillette the 12 midnight to 12:30 a.m. hour.

"Your Good Health"

Carl F. G. Meyer Jr., vice-president of the long established drug house of Meyer Brothers Drug Co., St. Louis, is the director of the current series of informative programs entitled—"Your Good Health," which are heard every Monday night at 6:15 over KWK.

During each of his weekly appearances, Meyer brings to the microphone a prominent physician or chemist, to discuss interesting new developments in the world of medical and drug science.

"Your Good Health" is dedicated to the family physician, and devoted to the object of keeping the public informed of each week's progress in the never ending struggle of science and medicine.

Pet Peeve Program

Listeners get a chance to air their pet peeves through WAAF's (Chicago) new program "There Ought to Be a Law" every Friday afternoon. Listeners send in their pet gripes. The cases are prosecuted by "Mr. Peeve," evidence is presented by re-enacting each crime, and judgment is handed down from the bench after the presentation of incriminating evidence.

Odd Facts from Library

Donald Kohlstedt, head of the Kansas City Kansas Public Library, is airing a Friday afternoon quarter hour of odd facts and scientific information for KCKN which is titled, "Popular Science."

Wedding Anniversaries

WDAF, Kansas City, has inaugurated a daily early morning sustaining feature in which all persons who have been married more than ten years will be saluted on the date of their anniversary. The program which is known as the Wedding Anniversary Party will feature transcribed music and is conducted by Fred Weingarh.

Gene Austin Set for 39 Weeks

West Coast Bureau, RADIO DAILY
Los Angeles—Gene Austin signed by Young & Rubicam for full 39 weeks of the new Joe Penner-Coco-malt series. Gene currently appearing at Sardi's.

"We Paducah boys stand together! I'm speaking of the COLONEL FROM KENTUCKY I knew him when!"

THE COLONEL FROM KENTUCKY MONDAYS 3-3:30 (EDST) WABC COLUMBIA NETWORK



NEWS PERIODS HEADED FOR NEW HIGH IN FALL

(Continued from Page 1)

stories is indicated in the activities of several news organizations such as United Press, Transradio Press Service, Van Cronkhite Associates and others.

United Press radio news officials are definitely of the opinion that the coming style in news presentation will be away from straight talk, and are making plans accordingly. Transradio is hurrying work on its new recorded feature news presentation, while Van Cronkhite Associates continue to develop an already enlarged scope of news angles. United Press has passed the 170 station mark for its list of subscribers.

Transradio had a 20-station gain since June 1. Herbert Moore, Transradio head, is of the opinion that news sponsorship this fall will reach the peak of this type of broadcast. He bases his opinion on numerous talks with both sponsors and agency executives.

Transradio Press is also seeking to infuse new ideas in news presentation and is acting as a clearing house for its subscribers, passing along whatever new ideas are developed. Clients are now receiving effective examples of tie-ins and methods of handling programs. Canadian and Hawaiian outlets are beginning to go heavy for news. New Canadian Transradio clients include CFCF, Montreal; CRCT, Toronto; CJCR, Winnipeg; CJOR, Vancouver, and CFCN, Calgary. KGU, Honolulu is also a newcomer.

WLW Line Is Adding New Accounts in Aug.

(Continued from Page 1)

since WLW has a strong line of commitments, the WLW Line, with outlets in Pittsburgh, Philadelphia, and New York, is being careful of its own commitments and promises.

COMMERCIAL MANAGER of small station desires connection with more progressive station. Experienced production man, announcer, and an A-1 salesman will consider proposition with any progressive station. Salary no object. BOX A-102, RADIO DAILY, 1501 Broadway, New York City



Take Nothing for Granted—Investigate

SYRACUSE, NEW YORK



BUDDY ROGERS is cutting his Hawaiian vacation-honeymoon short to return for huddles with several advertisers and agency executives interested in new Fall shows.

Wen Niles, brother of Ken Niles, announcer, and announcer himself, was announced by Ken Stuart, announcer-emcee of "Listen Ladies," as guest announcer on that program Thursday, according to an announcement of Fred Jones, KEHE releaser of press announcements.

"Screen Children's Magazine," new KHJ program featuring juvenile screen celebrities, has been temporarily discontinued, after being heard for two weeks, to permit of lining up "names" well in advance. Resumes on August 3.

Harrison Holliway, KFI-KECA general manager, told group of writers at Authors Club luncheon all about classic boners and "fox passes" that slipped over the mike to palpitating listeners.

Bill Gay, formerly announcer WMBD, Peoria, Ill., has been added to KNX announcing staff.

Lynn McManus of J. Walter Thompson's New York office added to the local set-up and will function on the Werner Jannsen-Fleischmann program.

Eddie Peabody and his KFVB show intact, with Arthur Bryan added comic, goes into the Paramount Theatre on July 29 for a possible two weeks. House orchestra stays, with Gene Bren, youthful maestro who bats frequently for Rube Wolf, probably waving the stick. It is rumored that Eddie will play "St. Louis Blues."

Ted Bliss, KHJ, off to Yosemite and the Redwood country for the annual two weeks with pay.

Eddie Fitzpatrick and his orchestra and "The Playboys" combination have been busy waxing for Standard Radio's pop library.

Jimmy Vandever off to his favorite hideout for one week. All the time he can spare from his "Meet Some People" chore.

Jerry Danzig, who conducts the "Let's Visit" program with Dave Driscoll from New York over the Mutual network, is in town for a short stay. Danzig will broadcast three shows from KHJ while on the Coast.

"Sycamore Street," heard five days weekly on KHJ-Don Lee at 10:30-10:45 a.m., now is sponsored three times weekly by Golden Bear Coffee Co. Deal runs for thirteen weeks, meanwhile remaining two stanzas continue sustaining.

Frank Cunningham, one time sports-news commentator and continuity editor for the defunct Interstate Broadcasting System, has turned his hand to screen writing and just sold an original, "Coast Guard Patrol," to Warners. Cunningham is Hollywood correspondent for Foreign Press Syndicate also.



A REPORTER WITH A CONSCIENCE!

● ● ● The plaudits paid the memory of George Gershwin prompted a Main Streeter to remark that "as usual, George wasn't respected in living as he is now!"...Which started a brawl, because Gershwin was applauded and honored at all times...Funny thing about the entertainment world where every one is "pushing" others out of their way to reach a goal...Take the Jack Bennys and Jack Pearls, both top-notch comedians in radio, stage and pictures...When Benny gets a new show, picture, etc., Jack and Wini Pearl go wild with joy. Ditto on the vice versa situation...The nite before the Benny sailing, we met the foursome and told them of Bobby Crawford's illness. Pearl and Benny turned white and offered to run to the hospital...Pearl then says that he'll see us Friday and Benny takes us aside and whispers, "The Baron is lying again. He thinks I don't know that Wini and he are sailing with Mary and myself tomorrow for Europe."...Pearl figures the comic is giving us a scoop—instead of a surprise!

● ● ● At the Gershwin services some one points out a phony parading down the aisle and says, "he's so crooked, that when he dies, they'll have to screw him into the ground"...Which got us to thinking about a singer reaching the heights slowly, with only one fear in life—that people in the business will say he's developed a "Buddy Clark complex"...From a job as a clerk on Wall Street, he came to work at the Hollywood Rest, where on his \$40 salary he supported a family of 9 kids...Then he clicked via sustainings and only recently asked people to buy 10 per cent of himself for \$1,000 but found no takers...Today he's the singing star of big commercials and still supports his family in Brooklyn and personally lives at a \$12-a-week hotel...He's got the "moxie" to succeed...Del Casino can't miss reaching the heights in every field. Words and music are from the heart!

● ● ● It's nice hearing that Vivienne Segal (who is doing great at the Jones Beach operettas) is being considered for three air shows this fall...Also that WFAS, White Plains, finds that their "Drive with Safety" campaign sponsored by the Mayflower stations is receiving the co-operation and interest of grammar and high school children, who are brought before the mike in street interviews, and voice their opinions of what's wrong in traffic regulations...Tommy Dorsey's father is ailing in Pa., with the swingster rushing there nightly...Willie Farmer, who conducts the ork in the Sunken Gardens of Radio City, found himself in a peculiar spot the other nite...NBC finally discovered what a great aggregation he had and were all set to give him a coast-to-coaster. The evening was lovely—until 15 minutes before he took to the air—when a downpour shut him off the airplanes on his debut...On threatening weather, you'll find Willie fingering coins, elephants, etc., lucky pieces, so that it won't rain!

● ● ● From WHB, Kansas City, Mo., comes word of a swell show aired recently...Show was called, "Filling the Bread Basket of America" by Dick Smith, with Norvell Slater, announcer, taking a portable unit with Nelson Rupard at the controls, into the wheat fields of Kansas City, and interviewing farmers reaping their crop...Discussing bandleaders, artists and music publishers, Vincent Travers says: "When you're off the air—you get the AIR"...Rubinoff returns Sept. 26 to the airwaves...Hollace Shaw is being screen-tested by Paramount...Where did Vick Knight get 16 friends on the coast?...Consensus is that Abe Lyman will remain on the coast longer than six weeks!...From WNOX, Knoxville, comes the story of a person walking into the auditorium and asking when the tickets were going on sale. Announcer said that tickets would be sold at 11:30 next morning...which prompted the intruder to protest because he had to get to a town that nite...He thought the playhouse was a railroad depot!



JASON F. WHITNEY, president of Chicago City Opera, is to reveal plans for fall in an interview with June Baker on WGN, Wednesday. Tom Fizdale of Ferris & Fizdale, who have landed the opera account, reports that opera company is considering broadcasting this year.

Basil Loughrans, Lord & Thomas radio production chief, to New York to wax some more "Neighbor Jim" platters for Montgomery-Ward at RCA studios. M.W. is now using 77 stations.

Angelo Raffaeli, WJJD tenor, has departed for his new post at WLW, Cincinnati.

Helen Morgan, appearing at the Chez Paree, has been engaged to do a guster with Harold Stokes on his "Melodies from the Sky" over WGN-Mutual, Wednesday night.

Bobby Brown, program director of WBBM-CBS, departed for six weeks in Europe.

Gene O'Connor, formerly of WGN sound effects, now is traffic manager.

Betty Bennett of Bennett and Wolverton on NBC is playing in a stage show at Chicago theater this week.

Virginia Payne (Ma Perkins) plans to spend August in Bermuda.

Charlie White, old time boxer, planning a return to the air with his "muscle sense" reduction program.

Willard Farnum of "Tale of Today" is back from a three-week vacation in home town of Mankato.

Fibber McGee and Molly do a guest turn on the National Farm and Home Hour today.

Kirby Hawkes, radio director of Blackett-Sample-Hummert, and Gilbert McClelland, NBC press department, on sick list.

Courtney Savage, producer of "Arnold Grimm's Daughter," back in town after trip to Minneapolis to consult with General Mills.

Phil Bowman is directing "Manhattan Mother" at WBBM while Bobby Brown is in Europe.

3 New Soloists on WHBF

Rock Island, Ill.—Three new soloists of big-time calibre are recent additions to the staff of WHBF. They include Katherine M. Russell, formerly with Ted Weems' orchestra and once a featured soloist at WLS, Chicago; Leo Hart, who was tenor soloist with the Dubuque University a capella choir, and Lee Mason, who has been singing in Chicago and is best known to radio fans hereabouts as "Miss Carrene" and "Miss Tele-dial."

WHBF has over 20 artists of this calibre now on its list.

Al Bernard in New Series

Al Bernard ("Gentleman from the South") and the Melodeers Quartet start a new series of songs and comedy over the NBC-Blue network on July 27, to be heard Tuesdays and Fridays at 5-5:15 p.m.

Coast-to-Coast

MEMBERS of the internationally famed California Camera Club were recent guests of KSFO's "Camera Club of the Air" at a regular weekly Camera Club broadcast. The station's Dante Barsi Swingtette supplied the action for the candid camera enthusiasts. "Camera Club of the Air" is written and produced by J. C. Morgan and announced by Joe Walters. The voice of the camera is created by Jack Moyles. Program is aired Thursdays at 8:45 p.m.

Bob Bradley, recent tenor discovery brought to New York from Denver for the "Heinz Magazine of the Air" broadcasts while baritone Reed Kennedy is on vacation, will be heard Wednesday on the CBS program, singing several solos as well as vocal choruses with B. A. Rolfe and his orchestra. Irene Beasley is on today's program.

Jocko Maxwell, WLTH sports commentator, had a "Joe Medwick Day" on his Sports Parade program Saturday, honoring Joe Medwick, St. Louis Cardinals' star outfielder and batter.

Young's Harmonizers program, sponsored on KCKN by the largest department store in Kansas City, Kas., receives more requests for old favorite songs than any popular program receives for modern tunes.

Kitty Conti and Les Lindow of the WCAE staff in Pittsburgh resume work today, while Salesman Bill Schroeder starts his vacation. Gif and Harry Bixbee will vacation with their parents in the White Mountains. Their father, former chief engineer at WCAE, recently acquired a speed boat capable of doing 60 miles an hour.

An epic battle for the fiddle playing championship of Pennsylvania, plus picturesque fights for the state titles at hog-calling, clog and jig dancing, ballad singing, country auctioneering and tall story telling will be heard over CBS on July 31 at 4:30-5 p.m. Program will originate at the third annual Pennsylvania Folk Festival in the Memorial Stadium at Bucknell University, Lewisburg, Pa.

KDYL, Salt Lake City: Myron Fox, announcer, leaving July 26 for a two-week training at Monterey, Cal.; Fox is first Lieutenant in the U. S. Army Reserves. . . . Assistant Production Manager George Dixon Snell, who also writes novels and short stories, received word that two of his stories were selected by the critic Edward J. O'Brien for his yearbook, "Best Short Stories of 1937." . . . Frank Austin, Announcer, spending vacation in the Wasatch Mountains. . . . S. S. Fox, president, and Fred Horwitz, salesman, on coast for couple of weeks.

James Crocker, director of the Greater Texas and Pan-American Ex-

STATIONS OF AMERICA

Highlights in the Development of Outstanding U. S. Radio Stations:
No. 52 of a Series

WNBX—Springfield, Vt.

1,260 Kilocycles—1,000 Watts

COLONEL HARRY C. WILDER, Chief Executive

A YEAR ago, WNBX, Springfield, Vt., was a record-playing, early signing-off 1,000-watt station, with its location on the Vermont-New Hampshire border about its only advantage. Today, six months after a change of management, each month shows a substantial revenue increase. Its new management, headed by Colonel Harry C. Wilder, who also handles WSYR, NBC-Blue outlet in Syracuse, changed not only the methods but the results as well.

Wilder commissioned Leighton & Nelson, Schenectady advertising agency, to make a complete survey of the station. L. & N. supplemented the station's staff with a trained personnel; eliminated hillbillies, outmoded transcriptions and phonograph records; organized an artists service bureau, which included holding auditions, and established planned programs.

Key point in the success of the new WNBX is the system whereby definite hours of the day and night bring forth various types of programs best adapted to the listening public.

The new studios and new setup were recently dedicated appropriately with live variety shows featuring prominent people of the Twin States of New Hampshire and Vermont, as well as prominent radio artists, popular in that territory, such as Colonel Jim Healey and Bradley Kincaid.

WNBX is now tie-ing in with the Mutual, Yankee and Colonial networks, bringing the best of the tri-network sustaining programs. The hosts of vacationists patronizing New England in the summer months thus can hear dance music. Home games of the Boston big league clubs are broadcast under the joint sponsorship of General Mills (Wheaties) and Socony Vacuum Oil.

WNBX is a typical example of the service that can be rendered, both to public and patron, if properly handled.

position radio station, was married last week to Elizabeth Rea of the amusement staff of The Dallas Morning News.

WTNJ, Trenton: Rupe Werling, salesman, is writing two weekly radio columns for Trenton newspapers. . . . Harry McIlvain, program director, and announcer George Cahan are celebrating; both broke 100 last week on a Trenton golf course.

Jackie Coogan, now touring the states with his dance orchestra, spoke to KIDO listeners the other evening when he was interviewed in KIDO's new studios. With a quick look around at the pleasant and comfortable furnishings of the main studio, Jack exclaimed to Manager C. G. Phillips: "Boy, I'd like to stay here for the night!"

Annual Southeast Missouri Motor Boat race, held on the Mississippi River at Cape Girardeau will be broadcast by KFVS, Cape Girardeau, Mo., on July 25. Participants in the races will speak and an account of the race itself will be given by the Roving Reporter of KFVS.

"The Family Man," WTMV's No. 1 morning show written and aired by Woody Klose with Paul Godt as accompanist, suspended for the summer last week while Klose and Godt vacation.

Kenneth Eccleston of Binghamton, who won a Grand Union Co. (chain stores) radio contest and a trip to New York, also has landed an announcer's job at WBNF, Binghamton.

Bill Elliott today takes over the "Town Topics" on WICC, Bridgeport. Same station will have Olga Bacalova in an interview tomorrow at 2:15 p.m.

Buick Motor Co., Flint, has already received congratulatory letters and postcards from 11 countries in praise of the Braddock-Louis fight sponsored by auto firm.

The Public Affairs department of KMOX, St. Louis, with Jerry Hoekstra as director, is presenting a series of programs from Jefferson Barracks during the 30-day encampment of the C.M.T.C.

A trio of internationally famed yachting authorities will assist Ted Husing in the intricate task of covering the America's Cup races off Newport, R. I., starting July 31. CBS network listeners will hear Sherman Hoyt and Edward P. Foster, American experts, and John Scott Hughes, Great Britain's outstanding boating authority in addition to Husing's descriptions of the more exciting phases of the races.

"Meet the Maestro," a program of recordings, has been inaugurated each Sunday morning at 9:45-10 a.m. over WIBU, Beaver Dam, Wis. Each week the program pays a tribute to a leading dance orchestra.

The Superior, Wis. offices and studios of WEBC have been completely modernized and additional facilities installed. W. C. Bridges is general manager.

AGENCIES

ABBOTT KIMBALL, chairman of the board of Kimball, Hubbard & Powell, Inc., has resigned that position to open his own office at 250 Park Ave. The present agency name will continue unchanged.

NORMAN FRANKEL, radio director for the Freitag Advertising Agency, Inc., Atlanta, for more than three years, expects to locate in New York again permanently. He was formerly a newspaperman here. In his post with the Freitag firm, Frankel handled some elaborate merchandising and promotion campaigns, also did considerable commercial script writing.

LEON MEADOW has resigned from the J. Walter Thompson agency to join Blackett-Sample-Hummert, Chicago, effective Aug. 2.

Ascap is Negotiating With Foreign Societies

(Continued from Page 1)

The Congress of performing rights societies held in Paris last month was more or less routine, said Paine, with mutual problems being discussed for the most part.

Strongest impression, generally, was the cooperative attitude of the European governments toward their author, composer and publisher organizations. French government for instance appropriated 300,000 francs for entertainment of the visiting delegates to the confederation gathering.

French government offered this year 3,000,000 francs to the French performing rights society for use of its catalog over the government stations. Complete protection is the by-word, and in Italy where composer rights are virtually under the protection of all law enforcement officers the head of the state cultural branch of the government takes an active interest, with similar officials doing likewise in other countries.

Public domain music in Italy, for instance, is never really public domain in the full sense of the word. When a copyright runs out, the work is the property of the people, but the government collects royalties, using the performing rights society as its collection agency.

New Washington Studios Equipped for Television

Provisions for television have been made in the new WRC-WMAL, Washington, studios which will be officially opened Thursday evening. Located in the Trans-Lux Bldg., with Kenneth Berkely as general manager, the plant is one of the first in the country to be equipped with actual visual broadcasting apparatus.

Cast in CBS "Caesar"

Claude Rains, Raymond Massey, Walter Abel and Reginald Denny will head the cast of "Julius Caesar," the CBS Shakespearean presentation on July 26 at 9-10 p.m.

★ Program Reviews and Comments ★

Robert L. Ripley in "CARAVAN OF TRUTH"

with B. A. Rolfe's orchestra

General Foods

WJZ—NBC-Blue Network, Fridays, 9-9:30 p.m.

Benton & Bowles

DEBUT OF ENTERTAINING SHOW MARKED BY AMATEUR SOUND EFFECTS, WITH ROLFE'S MUSIC TOPNOTCH.

Robert (Believe It or Not) Ripley made his debut Friday in a new series for General Foods (plugging "Huskies," cereal) after a vacation in Alaska. Ripley first gave some interesting far north facts to Ford Bond, the announcer, then dramatized one of his "Believe It or Not" features dealing with a man who had been executed by a firing squad in Mexico and lived to tell about it. In fact, the man was interviewed by Bob immediately after the sketch. Though the acting and material was fine, poor sound effects spoiled things somewhat. The hoofs of horses, for instance, sounded like the clinking of teeth.

B. A. Rolfe and his orchestra did much with "September in the Rain," "Around the Marble Arch" and portions of the "Tales of Hoffman," the latter following a dramatization by Ripley's company of how the first operetta came into being. For the commercial, Ripley used Vince Richards, the tennis champ, who had a part of his boyhood enacted and then told how his entire family ate "Huskies."

This new series, with Ripley emceeing even the musical numbers of B. A. Rolfe, giving a few notes about the tune, etc., is without a doubt the most interesting show brought to the airwaves by the "Believe It or Not" fellow.

"Kraft Music Hall"

Bob Burns' second program in the Kraft summer series last Thursday

BOSTON

NBC here plans some new sustaining shows for network consumption. Rakov and a 15-piece band may present two shows weekly.

Edward Hall is filling in for Harry Goodwin of WBZ's press department while latter vacations.

New control operator at WEEI is Al Teacherman, from Pawtucket.

Tony Russell, WBZ baritone, will do a 10-minute program each Thursday 6:35 p.m. over the NBC-Blue network from the studios of WBZ.

WEEI feeding three pick-ups a week of Bob Crosby from the Ritz Roof to the CBS network.

Fred Cole of the WBZ sales promotional staff away from his desk a few days because of illness.

The time of Jean Abbey's program on WEEI waves has been changed from 9:30 to 10:45 on Monday morning beginning the 26th. Jean just recently returned from her honeymoon.

Scott Furriers signed for three weekly 15-minute spots on WEEI.

night was somewhat better than the first. For one thing, there seemed to be a more balanced distribution of Burns among the various guest stars, all of whom were very good.

James Stewart of the films did an amusing bit of crossfire with Burns. Jose Iturbi provided a distinguished bit of piano playing. Fortunio Bonanova, "the Clark Gable of South America," sang pleasantly and swapped a few cracks with emcee Burns, and then there was a particular bright spot in the person of Dorothy McNulty, a talented comedienne who also sang "You Made Me Love You" in a sweet style.

Johnny Trotter's orchestra and the Paul Taylor choristers again did themselves credit in their musical end.

"Vallee Varieties"

Emanating from three points—Dallas, Hollywood and New York—last Thursday night's Rudy Vallee show was highlighted by the comedy chatter of Joe Cook, who has learned fast in radio and is now among the best of the airwave wits.

Jack Arthur and the Gauchos, male chorus of 24 voices trained by Lynn Murray, stood out in vocal work, and the chats between Vallee and Governor Allred and Corinne Griffith were interesting. Fay Wray and Richard Cromwell appeared in a trivial playlet, "The New Yorker," piped in from Hollywood. Joe Laurie, Jr., also was in his usual spot.

"Hollywood Hotel"

Harriet Parsons stepped in last Friday night to pinch hit for vacationing mother Louella on this CBS hour, and she did exceptionally well. Parsons Jr. displayed considerable wit and snap in the little introductory sequence before presenting a skit of the film "Broadway Melody of 1938,"

Coast Still Speculating On Bacher's Successor

West Coast Bureau, RADIO DAILY

Los Angeles — Rumors regarding Bill Bacher's successor on Hollywood Hotel are flying up and down the Boulevard. W. B. Lewis, CBS vice-president, is reputed to have turned down the berth, but the fact remains that he and L. Ward Wheelock, head of F. Wallis Armstrong, are knee deep in conferences today. Probability is that no announcement will be made until Wheelock returns to New York, and in the well known meantime Ken Niles and Diana Bourbon will carry on with the former Bacher organization. Diana Bourbon's vacation was summarily cut short en route to New York and she flew back from Pittsburgh.

WGCN Adds Two Announcers

Gulfport, Miss.—Bob Johnson, formerly of WJBW here, and Bill Rohmer, formerly of WAHA and WFOR, have joined WGCN here as announcers.

with Robert Taylor, Eleanor Powell, Sophie Tucker, Buddy Ebsen, Billy Gilbert, George Murphy, Judy Garland and Igor Gorin taking part. The regular members of the "Hotel" cast, including Frances Langford, Jerry Cooper, Raymond Paige's orchestra, Ken Niles and the delightful telephone voice known as Sally, all did their usual good work. The film "preview" was just so-so.

Kenny's Kids

Nick Kenny's Saturday morning kiddie hour on WMCA, with Uncle Charlie conducting, provided a surprisingly bright musical revue when caught last Saturday. Quite a number of unusually talented youngsters paraded their talents in the course of the hour. Topping the list was Morte Rappe, who displayed a voice of good quality and a very effective style of delivery in the singing of "Two Rocking Chairs." Jimmy Flynn, singing "When the Poppies Bloom Again"; Mary McHugh, in "Rose of No Man's Land"; Alan Milo, singer of cowboy songs, and the youngsters who warbled "When Irish Eyes Are Smiling," "Vienna Dreams," "Let's Sing Again" and "Nobody Asked Me to Play," as well as a cute Mae West imitator, all were excellent. Zeke Manners was a caller. Show is sponsored by Dr. Brown's Celery, handled by Carl H. Schultz Corp.

Johnny Hauser Orchestra

From the Grossinger Country Club Playhouse at Ferndale, N. Y., over the WOR-Mutual network on several occasions weekly comes the music of Johnny Hauser and his orchestra. When last caught, Friday afternoon at 3:30-4 p.m., the versatile Hauser did some passable vocalizing of "In My Cabin of Dreams," "My Rosetta," "Chinatown" and "My Blue Heaven," in addition to conducting and handling the announcements. He also

presented a guest singer, Leo Fuld, who did right well by a popular Viennese number, which he sang in German as well as English, while a femme singer put over "Where Are You?" and a male group contributed further vocalizing.

There was a graceful amiability about the program, giving it a sort of nice informal touch.

"Your Invention"

Opening sequence in Sam Hammer's "Your Inventions" program over WMCA last Friday night sounded awfully much like a sock at another inventors' program which made its debut last week. Sam holds claim to being the first in the local field with a show of his type, the latest broadcast being his fourth, and his program differs from the newer one in several respects. One is that only patented inventions are aired. Basically, however, and in so far as the entertainment is concerned, both shows depend on interviewing the inventors and eliciting descriptions of the new gadgets, all handled in serious fashion and quite entertainingly. Sam's fourth broadcast was as interesting as earlier ones, with an apparent plenitude of new and novel gimmick available for airing.

Fred Tracy

New York's pioneer radio announcer, Fred Tracy, who also has knocked around in vaudeville, theatrical publicity, etc., returned to the metropolitan scene Friday over WBIL at 2:15-2:45 p.m. with a variety program put on by a batch of assorted talent. There was quite a bit of singing of songs, old and new, by talent that was pretty good on the whole, especially considering that they had only the help of a studio piano. Tracy should be able to build this up into a very pleasing show.

"Crazy Quilt" on WMBS

Charles Michelson, eastern representative for Earnshaw Radio Productions, has placed "Crazy Quilt," the new Earnshaw musical variety transcription series, on WMBS, Uniontown, Pa. This makes the 17th station using the show.

Wedding Bells

Margaret O'Connor, secretary to John Royal, NBC vice-president in charge of programs, was married Friday to William McCaffrey of Hesse & McCaffrey, the booking agents. McCaffrey at one time was employed in the NBC Artists Service.

Mine Disaster on Mutual

Mutual System, through the facilities of its Cincinnati affiliate, WLW, last Thursday broadcast by means of a short wave transmitter a 15-minute program consisting of interviews with mine officials and the lone survivor of the mine disaster at Sullivan, Ind.

SAN FRANCISCO

Howard Wilson, KROW sales chief, off Friday to Vancouver, Lake Louise, Yellowstone Park. Wife accompanies him on the 2-week vacation.

J. Ray Conlan, KYA sales staff, Reno-located recently with Frances Duffy.

Bert Buzzini, KYA mikeman, back from three weeks in N. Y.

Anita Bolton, assistant to Jennings Pierce, is producing the "Western Farm and Home Hour" daily now that Pierce is on vacash.

Wallace Ruggles, sound man, and Warren Andresen, studio engineer of NBC's ether plant, down in H'wood inspecting quarters there.

Betty Bell, KYA traffic manager, breathing the ozone of the great open spaces for the next two weeks.

Eleanor Jackson, narrator, and Gaylord Carter, debuted a new talk-show on KGGC and KLS.

Bill Grove substituting for Harry LeRoy, KGGC sportscaster, who is out with flu.

PROMOTION

Sendoff for New Studios

Along with a series of special programs from WRC-WMAL, Washington, in celebration of its new studios, the printed word and other exploitation methods will be employed to bring the event to the attention of the local public.

A distributing crew will place an eight-page rotogravure paper, tabloid size, into every home and apartment in Washington. Print order calls for 135,000 copies. Remainder will be sent out via direct mail all over the country.

On dedication day, next Thursday, 1,000 balloons, half red, half blue, will be released from atop the new studio building. Cards will be attached which ask the finder to return to the NBC studios for a possible award. Over 25 prizes contributed by NBC and local merchants will be attached to the balloons. Grand prize will be a trip to New York and a tour of the Music Hall and Radio City.

Local Merchants will also publicize the event through special window displays built around an NBC display piece.

Sponsor Plugs Sportscasters

Hyde Park beer has spread the picture of one of its Sportscasters over the length and breadth of St. Louis in an extensive billboard campaign to promote their Sports programs over KWK. Ray Schmidt, who handles one of the Hyde Park Sports Reviews, occupies the billboard space this month. His picture will be removed at the end of that month to be replaced by Johnny O'Hara, who is also on the list of sportscasters, through the medium of an early evening sports broadcast.

The brewing company sponsors all wrestling and boxing descriptions at KWK, as well as bankrolling several nightly periods of sports gossip, to say nothing of a full hour of light entertainment, "The House Party at Otto Hasenpfeffer's," every Saturday night at 10:30.

During the baseball training season, the sponsor sent O'Hara to the Cardinal training camp, at Daytona Beach, Fla.; and Schmidt to the camp of the St. Louis Browns, at San Antonio, for a series of direct broadcasts of training dope.

Quotes from Reviews

A new series of promotional material based on reviews of its shows in the daily papers is being prepared for distribution by WMCA.

The series consists of transcripts of comments from radio editors printed on colored post cards with cartoon illustrations to fit the subject. These cards are mailed to agencies and prospective clients as reminders of shows available for sponsorship.

CBS Shakespeare Contest

Columbia Broadcasting System has arranged for a contest with high schools in connection with the current Shakespeare cycle. The first

Begin Short Wave Tests Within Next Few Months

(Continued from Page 1)

months to obtain data on short wave problems for presentation at the International Radio communications Conference in Cairo next year. Tests are to be made at the request of the inter-Continental meeting recently held in Bucharest by the Union, when a committee prepared a program of tests involving the close collaboration of American stations.

Representatives of BBC here and CBS, NBC and RCA from New York were among those who attended the Lausanne conference. It was decided to invite the Commonwealth of Australia to arrange the fourth Inter-Continental Concert, to be broadcast in the Spring of 1938. Investigations were also made into the possibility of an exchange of gramophone records of historical interest for broadcasting.

The technical committee again considered aspects of the problems affecting the operation of European long and medium-wave and short-wave stations. It reaffirmed that it had not been possible to solve the several serious cases of interference in the long waveband by the Lucerne Plan, or by arrangements with other radio services. In the medium waveband, a higher stability of certain transmitters could make possible the reduction of existing interferences.

Bearing in mind future improvements in the European bands, the committee has confirmed the advantage resulting from the adoption of synchronized transmitters for national systems, as compared with the system of waves shared among different countries. In addition, the committee has continued its regular studies of microphones, studio acoustics, and anti-interference campaigns in co-operation with the *Comite International Special des Perturbations Radiophoniques*.

The next meetings of the Union will take place towards the end of the year at Nice. Their principal object will be to draw up the Union's final recommendations to the forthcoming International Radiocommunications Conference at Cairo.

Coast Artists' Guild Becomes Equity Unit

(Continued from Page 1)

writers, continuity editors and sound effects men.

Officers are: Norman Field, President; William Lawrence, first vice-president; Duane Thompson, second v.-p., and Thomas Freebairn-Smith, third v.-p. Ralph Scott is secretary and Donald Wilson treasurer. Board of governors to be elected shortly.

prize, \$250, will be paid to the student writing the best critical essay on the series. 15 second prizes consisting of volumes of the bard's works will also be awarded. Best letter from every school will be selected and sent to the national judges who will make the final selections. Contest was arranged through the cooperation of leading school authorities.

... Radio's own daily newspaper modestly presents a series of 100 unsolicited testimonials as to what Radioland thinks of RADIO DAILY.

W T M V

"... All in all, I think RADIO DAILY is a publication that the industry as a whole has needed for quite a few years, you and your staff are doing an excellent job, and I wish you tremendous success in every way."

Woody Klose

W N B H

"... You will be glad to know that we consider RADIO DAILY the best investment we have ever made, and no publication receives more thorough perusal in our offices."

Sol Chain

K M O X

"... May I take this occasion to compliment RADIO DAILY and the editors for a mighty fine paper. I have found your publication most interesting from the first."

Harry W. Flannery

... RADIO DAILY is six months old. It is growing fast. It already has the confidence of a great progressive industry. Watch RADIO DAILY.

★ F. C. C. ★ ACTIVITIES

APPLICATIONS GRANTED

Community Broadcasting Co., Toledo. CP for new station. 1200 kc., 100 watts, daytime.

Frank M. Stearns, Salisbury, Md. CP for new station. 1200 kc., 250 watts, daytime.

Harold Thomas, Pittsfield, Mass. CP for new station. 1310 kc., 100 watts, 250 watts LS., unlimited.

Telegraph Herald, Dubuque, Ia. CP for new station. 1340 kc., 500 watts, daytime.

WKBB, Dubuque. CP for new equipment, move transmitter and install new antenna. 1500 kc., 100 watts, 250 watts LS., unlimited.

Merrimac Broadcasting Co., Inc., Lawrence, Mass. Special experimental authorization for new station. 1370 kc., 10 to 100 watts, unlimited time synchronously with WLLH.

WLMU, Middlesboro, Ky. CP for new station. 1210 kc., 100 watts, unlimited.

Hunt Broadcasting Assn., Greenville, Tex. CP for new station. 1200 kc., 100 watts daytime.

APPLICATIONS DENIED

Voice of Greenville, Greenville, Tex. CP for new station.

Ted R. Woodward, Kingsport, Tenn. CP for new station.

KGFF, Shawnee, Okla. Mod. of license to change frequency and power.

EXAMINER'S RECOMMENDATION
Food Terminal Broadcasting Co., Cleveland. CP for new station. 1500 kc., 100 watts, daytime, be granted.

WBCM, Bay City, Mich. Mod. of license to 1410 kc., 500 watts, 1 KW. LS., unlimited.

HEARINGS SCHEDULED

Sept. 28: Jules J. Rubens, Aurora, Ill. CP for new station. 1040 kc., 250 watts, daytime.

W. H. Hartman Co., Waterloo, Ia. CP for new station. 1400 kc., 500 watts, daytime.

Southern Broadcasting Corp., Bogalusa, La. CP for new station. 1500 kc., 100 watts, 250 watts LS., unlimited.

Oct. 21: WMBH, Joplin, Mo. Mod. of license. 1380 kc., 500 watts, unlimited.

Valley Broadcasting Co., Youngstown, CP for new station. 1350 kc., 1 KW., unlimited.

Juan Piza, San Juan, P.R. CP for new station. 1500 kc., 100 watts, 250 watts LS., unlimited.

First Network Series For Pepperell Mfg. Co.

(Continued from Page 1)

station hookup WSB, Atlanta, and WRDW, Augusta, down south and proved very successful. Dr. Karl Reiland, who headed the test series, will be heard in the network series. At the start program will originate from New York then shift to WSB studios. Batten, Barton, Durstine & Osborn Inc. placed the account.

Joins WNOX Sales Staff

Knoxville—W. J. Kappes, Jr., has been added to WNOX, Scripps-Howard Radio Inc. local sales staff.

ONE MINUTE INTERVIEW ALEXANDER GRAY

"When television finally does come, it will call for a brand new technique as far as singing goes. Singers with stage and screen experience will, of course, have the edge on those lacking this experience, but everyone will have to learn the new style of presentation. There is a very strong possibility, I've been told, that television may alter, in a technical way, the actual sound of a man's voice."

ORCHESTRAS - MUSIC

PERCY GRAINGER, composer-conductor, and Dr. Joseph E. Maddy, president of the National Music Camp will conduct the National High School Orchestra during the National Music Camp concert next Sunday, 10-11 p.m., over the NBC-Blue Network. The broadcast will come from Interlochen, Mich.

Harry Rosenthal, society orchestra leader, now at the Versailles, has been signed by Artists Management Bureau Inc. for management and publicity. **Paul Whiteman**, associated with Artists Management, arranged the contract.

Bob Lawrence, Paul Whiteman's tenor, singing with Billy Rose's Aquacade in Cleveland, broadcasts every Sunday on the NBC "Tapestry of Melody" show.

Jimmy Brierly, now singing with Paul Whiteman at the Casa Manana in Texas, was booked for three local sustaining shows in a week out of Fort Worth, on behalf of the "Frontier Fiesta."

The King's Men, appearing twice weekly over NBC's Blue network, are being prepared by Artists Management for several Fall commercials. They were formerly with Paul Whiteman.

"In an Old Forgotten Garden" composed by Jack Ward, staff organist at WMCA, was sung on the air for the first time Thursday at 5:00 p.m. during the "Grand Stand and Band Stand" program. **Jerry Baker**, tenor, offered the rendition of the number, accompanied by Lee Grant's Champion Orchestra.

The "Kings' Jesters" and their orchestra inaugurate a new series over WOWO today when they begin airing from Fairview Gardens, Lake Manitou, Ind. Each Monday and

Wednesday this popular "sing-play" group will serenade from this resort spot at 10:45-11:15 p.m., and Fridays at 11 p.m., CDST.

Vincent Pirro, accordionist, recently featured with Paul Whiteman's band, has been engaged as the new instrumental soloist with **Jeno Bartal's** orchestra in the Georgian Room of the Hotel Piccadilly.

Zella Layne, NBC's contralto sustaining artist, vocalizing with Ellis Kimball's band at Topsy's Roost now that Kimball lost Mary Ann Harris, his former canary to Frank Buck, his trombonist, who nixes the warbling act.

Mickey Alpert's orchestra from the Riviera; **Mitchell Ayres** and his crew from the Hollywood Restaurant, plus N.T.G.; **Val Ernie** and ork, also from the Riviera, and **Lee Mosley** and his colored combo from Barnes Tavern have been added to the WNEW "Dance Parade," 9:30 p.m.-2 a.m.

Vincent Lopez and his orchestra are in Detroit for a weeks' engagement at Westwood Gardens, fresh from a record-breaking two weeks put in at Denver's Lakeside Park. The Lopez crew will be back East to open at Piping Rock for the racing season at Saratoga on July 26.

Final summer bookings have been made for **Shep Fields' "Rippling Rhythm"** orchestra. After a few one-nighters **Fields** will appear at Manhattan Beach, and thence to the New York Paramount Theater.

Ted Lewis is doubling this week between the Hotel Astor Roof and Manhattan Beach. His "Rhythm Rhapsody Revue," with a bevy of variety entertainers, is likewise appearing at both spots with the band.

NEW BUSINESS

WNOX, Knoxville

Philco, Boake Carter, three times weekly; Postal Telegraph, four daily announcements, one year, through Marschalk & Pratt; Armour Fertilizer Works, one year, through Gutschaldt-Humphrey agency; Pinex, through Horton, Bagley & Hoyt agency; Institute of Electrical Research, through Critchfield & Co.; Thoray Laboratories; Dr. W. B. Caldwell, one year, through Cramer-Krasselt agency; Coca Cola bottling works; Seven-Up Bottling Co.

WOR, Newark

Doyle Packing Co. (Strongheart dog food), Newark, through Charles Dallas Reach agency, Newark; Ironized Yeast Co., Atlanta, through Ruthrauff & Ryan; Anderson Co. (Sleet Master), Gary, Ind., through

Schwab & Beatty Inc., Transradio news with Dave Driscoll; S. Gumpert Co., Inc., Brooklyn, through Rose-Martin Inc.

WBZ, Boston

Baldwin Laboratories (insecticide), through Yount Co., Erie, Pa.; Mass. Savings Bank Life Insurance, through A. W. Ellis Co., Boston; Narragansett Racing Assn., Pawtucket, through Chambers & Wiswell, Boston.

KFVS, Cape Girardeau

Montgomery-Ward, "Neighbor Jim," thrice weekly, 26 weeks.

WGNC, Gulfport

Coca-Cola bottling works, 15-min. transcriptions, five times a week, 26 weeks.

GUEST-ING

EFREM ZIMBALIST, **FLORENCE EASTON** and **TEX O'ROURKE**, on "Magic Key of RCA," July 25 (NBC-Blue, 2 p.m.).

RAY HEATHERTON, **DESIREE TABOR** and **MITZI**, on Chamberlain Brown revue, today (WMCA, 1:30 p.m.).

CLYDE BARRIE, supported by Modern Male Chorus of 16 voices under direction of Lynn Murray, on "Heinz Magazine of the Air," July 21 (CBS, 11 a.m.).

HELEN MORGAN, on Harold Stokes "Melodies from the Skies," July 21 (Mutual, 10:30 p.m.).

RICARDO CORTEZ, **GENE AUTRY**, **RUSS BROWN** and **DOROTHY LIBAIRE**, from Hollywood, and **JOE COOK** in Dallas, on Rudy Vallee program originating at Dallas, July 22 (NBC-Red, 8 p.m.).

BETTINA HALL, **HARRY McNAUGHTON**, 3 MUSICAL NOTES, a piano team, and **CARSON ROBISON** and His Buckaroos on Harry Von Zell's Gulf Show, July 25 (CBS, 7:30 p.m.).

LIONEL STANDER, on the Benny Goodman Swing School, July 27 (CBS, 9:30 p.m.).

HERBERT EMMERICH, Deputy Governor of the Farm Credit Administration, on government series, July 21 (CBS, 9:45 p.m.).

VICTOR MOORE, on "Hollywood Showcase" initial airing, July 24 (CBS).

MARY PICKFORD, on Chase & Sanborn Hour, July 25 (NBC-Red, 8 p.m.).

BENNY DAVIS, on "Original Amateur Hour," tomorrow (WHN, 7 p.m.).

RUSSELL MARKERT, director of Music Hall's Rockettes, on "For Men Only," tonight (WHN, 8:30 p.m.).

MISCHA LEVITZKI and **WYN MURRAY**, on Ben Bernie program, July 27 (NBC-Blue, 9 p.m.).

CHANNING POLLOCK, on "Heinz Magazine of the Air," July 26 (CBS, 11 a.m.).

FIFI DORSAY, **MAY McKIM**, **VERA NIVA** and **BILLY BLAKE**, on "Broadway Melody Hour," July 21 (WHN-WOR, 8 p.m.).

WWL Appoints Ad Manager

New Orleans—W. P. Beville has been appointed advertising sales manager of WWL here.

BIRTHDAYS

1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31
---	---	---	---	---	---	---	---	---	----	----	----	----	----	----	----	----	----	----	----	----	----	----	----	----	----	----	----	----	----	----

Greetings from Radio Daily

July 19

Merlin H. Aylesworth
Irene Hubbard
Walter Wicker



RADIO DAILY

Serving the Better Interests of Commercial Radio and Television



VOL. 2, NO. 13

NEW YORK, N. Y., TUESDAY, JULY 20, 1937

FIVE CENTS

Fall Spot Business Active

TWO NEW SPOT SERIES DISKED IN CLEVELAND

Cleveland—Guild Productions has completed a series of recordings which Akron Truss Co., Akron, O., is spotting on 60 stations throughout the country. It is the first time this type of product has been advertised by ET.

Guild also has produced a series of spot recordings for Bloomfield Dress Co. of this city, to be used on 75 stations starting Aug. 1.

WIND and WJJD Sign With A. F. of L. Unit

Chicago—WIND and WJJD, Ralph Atlass stations, have signed contracts for engineers with International Brotherhood of Electrical Workers, A. F. of L. unit. Deal runs to 1939 and provides for wage boosts of 10 to 50 per cent. WGN and WCFL also are aligned with IBEW.

WFIL'S New York Office; Frank Wellman in Charge

Philadelphia—Radio activity at WFIL has increased to such an extent that Donald Withycomb, manager, has found it necessary to seek a permanent address in New York for the station. It will be at 48 West 48th St. Frank Wellman, advertising man, instrumental in organization of the Quaker State Network, a Pennsylvania regional with WFIL as key, is in charge of the new office.

New office will serve as a clear-

(Continued on Page 5)

Everidge Smith at KABC

San Antonio—Everidge Smith, formerly with WNBR, Memphis, has joined KABC as commercial manager.

S.P.C.A. Note

Trenton, N. J.—Ed Savidge, rural skitter over WTNJ, is having lots of fun, and providing as much to listeners, by calling their dogs over the air.

Reports have it that the dogs sit and stare at the radio, bark, and even attempt to get into Trenton radio sets to see who's paging them.

Ascap-AFM Meet

E. C. Mills, chairman of Ascap's administrative committee, and Joseph N. Weber, president of American Federation of Musicians, meet this morning on the question of Ascap affiliation with AFL via AFM. This afternoon, Ascap board meets informally, supposedly for a canvass of opinion on how members stand. Another confab is scheduled for the evening.

2 RENEWED, 1 RETURNING ON NBC CHAIN IN FALL

Two NBC accounts, Welch Grape Juice Co. and Wander Co., have signed renewals for their air shows. Welch sponsors Irene Rich on a coast-to-coast NBC-Blue network, Sundays, 9:45-10 p.m., with a repeat at 11 p.m. Renewal is for 52 weeks, effective Aug. 15. H. W. Kastor &

(Continued on Page 3)

Acme White Lead Show Switching to Blue Net

Acme White Lead & Color Works, Detroit (paints) has shifted its fall program from the NBC-Red to the Blue, taking the 5:30-6 p.m. period on the basic network beginning Aug.

(Continued on Page 3)

WCAU Rural Check

Philadelphia—Dr. Leon Levy, prexy of WCAU, has commissioned R. L. Polk Co. to survey the listening habits and volume of rural counties covered by the 50,000-watt CBS link here.

KOIN Employees to Get 50% of Stock in Station

Family of Anning Prall Called to His Bedside

Washington Bureau, RADIO DAILY
Washington—Family of FCC Chairman Anning S. Prall, who is ill in Boothbay Harbor, Me., has been called to his bedside. Late reports at the FCC here described Prall's condition as serious.

Extensive Schedules Are Being Approved by Sponsors and Passed On to Agencies for Placement

PENN STATE CAMPAIGN GETS UNDER WAY SOON

Plans are now being completed for a new series of broadcasts to be sponsored by the State of Pennsylvania which will begin shortly over a national hook-up. As first reported in RADIO DAILY, the new series is a part of Gov. Earle's plan to bring tourists to the state. Program will be a musical, with Music Corp. of America doing all the booking. Roy Campbell Royalists already have been signed, and it is expected that

(Continued on Page 3)

Van Cronkhite to Rep For New Station as Lab

Hammond, Ind.—WHIP, new 5000-watt station with a directional antenna on to Chicago, has closed a deal with Van Cronkhite Associates Inc. of Chicago whereby VCA takes over all sales and merchandising as well as complete charge of the news. Deal was concluded by John Van Cronkhite and Dr. G. V. Courier, head of the new outlet. Understood con-

(Continued on Page 7)

S. R. O. at KMCA

San Antonio—Manager Howard W. Davis of KMCA announced last week that schedules are all sold out until Aug. 1.

By HOWARD J. LONDON

After the usual summer lull in the spot broadcasting field agency activity has jumped into high-gear. Time buyers report that all their regular users of spot along with a large number of new accounts will be on the air this fall. Football leads the field this fall, with about 100 stations carrying airings of local games.

American Tobacco Co. (Lucky Strike cigarettes) in October will go into every large college which has a daily newspaper and endeavor to place the college-news on the air via the local station. Schedule calls for five minute stints, Mondays through Fridays. Sponsor has already signed for Yale and will air the news over either WELI, New Haven, or WBRY, Waterbury.

Peaslee-Gaulbert, Louisville, and Wadsworth-Howland, Boston, subsidiaries of Devoe & Reynolds Paint Co., through J. Stirling Getchell Inc., in September will place a large spot announcement schedule, Peaslee will use 37 southern stations in a one-minute campaign. Wadsworth will use five-minute disks on 11 stations in New England and part of New York state.

Postal Telegraph is using live announcements on six stations (KHJ, KFRC, WNOX, WCPO, WMC, WNBR) with five to six announcements weekly. Series is signed for a year through Marschalk & Pratt Inc.

Anderson Co., Gary (Sleetmaster), has signed 28 stations for a six-week schedule to begin late in October. Quarter-hour programs will be heard on WOR and WIND. Transradio is

(Continued on Page 3)

Films Dig In

Films and radio are due for closer alliance next fall, with deal now reported set for M-G-M studio to supply a \$25,000 weekly show produced by Bill Bacher for Colgate-Palmolive-Peet. Paramount also expected to have an air show again in fall, while Warner Bros. are radio expanding via Trans-american.

Portland, Ore.—Forty employees of KOIN, will become owners of approximately 50 per cent of the stock of the station, under an arrangement effected by C. W. Myers, president. Allotments will be made in accordance with length of service.

For more than ten years KOIN was operated on a basis of plowing profits back into the business. During that

(Continued on Page 3)



Vol. 2, No. 13 Tues., July 20, 1937 Price 5 Cts.

JOHN W. ALICOATE : : : Publisher

DON CARLE GILLETTE : : : Editor
MARVIN KIRSCH : : : Business Manager

Published daily except Saturdays, Sundays and Holidays at 1501 Broadway, New York, N. Y., by Radio Daily Corp. J. W. Alicoate, President and Publisher; Donald M. Mersereau, Treasurer and General Manager; Chester B. Bahn, Vice-President; Charles A. Alicoate, Secretary; M. H. Shapiro, Associate Editor. Terms (Post free) United States outside of Greater New York, one year, \$5; foreign, year, \$10. Subscriber should remit with order. Address all communications to RADIO DAILY, 1501 Broadway, New York, N. Y. Phone Wisconsin 7-6336, 7-6337, 7-6338. Cable address: Filmday, New York. Hollywood, Calif.—Ralph Wilk, 6425 Hollywood Blvd. Phone Granite 6607.

Entered as second class matter April 5, 1937, at the postoffice at New York, N. Y., under the act of March 3, 1879.

FINANCIAL

(Monday, July 19)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Am. Tel. & Tel.	170 ³ / ₄	169 ³ / ₈	170 ¹ / ₂	+ 1
Crosley Radio				
Gen. Electric	58	56 ³ / ₄	58	+ 1 ¹ / ₄
North American	26 ⁵ / ₈	25 ⁵ / ₈	26 ³ / ₈	+ 7 ⁷ / ₈
RCA Common	9	9 ¹ / ₄	9 ¹ / ₄	
RCA First Pfd.	69 ¹ / ₄	69	69 ¹ / ₄	+ 1 ¹ / ₄
RCA \$5 Pfd. B.	(103 Bid)			
Stewart Warner	18 ¹ / ₈	17 ³ / ₄	18	+ 1 ¹ / ₄
Zenith Radio	37 ³ / ₄	37 ⁵ / ₈	37 ⁵ / ₈	+ 3 ³ / ₈

NEW YORK CURB EXCHANGE

Hazeltine Corp.				
Majestic	4	2 ⁷ / ₈	3 ⁷ / ₈	
Nat. Union Radio	1 ³ / ₄	1 ³ / ₄	1 ³ / ₄	

OVER THE COUNTER

CBS A		Bid	Asked
CBS B		30	31
Stromberg Carlson	29 ³ / ₄	30 ³ / ₄	
	13	15	

WRR Ups News Coverage

Dallas—With both other Dallas stations newspaper-owned, Managing Director John Thorwald of WRR has placed more vigorous stress on news coverage, airing 29 weekly 15-minute news periods personally handled by Phil Hopkins, prominent local commentator, as news editor. Station uses Transradio, varied syndications and staff-produced matter. Listener response has been excellent.

Richfield Coast Series

Richfield Oil Co. of Calif., through Hixson-O'Donnell Inc., Los Angeles, will place "Richfield Reporter" on the NBC-Red Pacific network beginning Aug. 15. Series will be heard Monday, Tuesday, Wednesday and Friday at 10-10:15 p.m. (PST) and Thursday at 10:15 p.m. (PST).

David Carter Out

West Coast Bureau, RADIO DAILY
Los Angeles—David Carter has resigned as publicity director for CBS. Hal Rorke succeeds him.

NETWORK SONG FAVORITES

Following is an accurate list of performances for the week ending July 17, covering songs played from 5 p.m. to 1 a.m. on CBS and two NBC networks. Only compositions played 15 times or more are included. This listing is a regular Tuesday feature in RADIO DAILY.

Selection	Publisher	Times Played
It Looks Like Rain (Joe Morris Music Corp.)		40
Where or When (Chappell & Co.)		35
Sailboat in the Moonlight (Crawford Music Corp.)		24
Gone With the Wind (Irving Berlin Inc.)		22
Merry Go Round Broke Down (Harms Inc.)		22
September in the Rain (Remick Music Corp.)		21
There's a Lull in My Life (Robbins Music Corp.)		19
Whispers in the Dark (Famous Music Corp.)		19
I Know Now (Remick Music Corp.)		18
Stardust on the Moon (E. B. Marks Music Corp.)		18
Having Wonderful Time (Paull Pioneer Music Corp.)		17
The You and Me That Used to Be (Irving Berlin Inc.)		17
A Message from the Man in the Moon (Robbins Music Corp.)		16
Love Is Never Out of Season (Leo Feist Inc.)		16
Miller's Daughter Marianne (Shapiro Bernstein Inc.)		16
Satan Takes a Holiday (Lincoln Music Corp.)		16
So Rare (Sherman Clay & Co.)		16
Strangers in the Dark (Crawford Music Corp.)		16
You're My Desire (Mills Music Inc.)		16
All God's Chillun Got Rhythm (Robbins Music Corp.)		15
First Time I Saw You (Santly Bros.-Joy)		15
Stop, You're Breaking My Heart (Famous Music Corp.)		15

Ray Perkins Program Intended as Laboratory

"Hi There, Audience!" the new Ray Perkins sustaining program on WOR-Mutual, is in the nature of a laboratory from which it is hoped to develop fresh ideas in material, production and personnel, according to Perkins.

The program recently was shortened from an hour to a half-hour at the request of Perkins, who says that, although he realizes a show working under the restricted budget and other handicaps of a sustaining is "sticking its neck out plenty", ultimate results are expected to prove worth while.

Lowell Thomas' Arab Guest

Lowell Thomas, who goes in for unusually colorful guests occasionally on his NBC-Blue network Sunoco newscasts, presented a scholarly Arab last night. Aneen Rihani by name, the guest made some pointed remarks, in precise English, about the Palestine controversy.

Martin J. Porter Promoted

Martin J. Porter, formerly radio editor of the N. Y. Evening Journal, has been appointed assistant to the editor of The American Weekly, Hearst magazine supplement. The Journal's radio department is now handled by Dinty Doyle, who moved over to the evening sheet from the N. Y. American when the latter paper was absorbed.

Oliver Owen Kuhn Dead

Oliver Owen Kuhn, director of the National Radio Forum, one of the first non-commercial radio broadcasts, died Sunday in Washington. Kuhn was also managing editor of the Washington Star.

Plenty Early Listeners Found in WTMJ Survey

Milwaukee—In a survey to determine number of listeners during early morning hours, WTMJ, the Milwaukee Journal station, reports its investigators found that between 6 and 7 a.m. 23 per cent of radio sets were turned on; 7-8 a.m., 40 per cent; 8-8:30 a.m., 56 per cent, and 8:30-9 a.m., 59 per cent. Only 1 per cent had sets on before 6 a.m.

It was found that 17 per cent of radio set owners tuned in for morning devotional services.

Holdup Aired While It's Hot

Muncie, Ind.—Five minutes after a major robbery occurred at the height of the early afternoon shopping period, listeners to WLBC were hearing all the details. The WLBC special events department brought witnesses to their microphones, which were located in the corridors of the office building and in the offices of the Independent Discount Corp. E. Pierre deMiller, news director; Francis "Jake" Higgins, special events announcer, and Otis Roush, chief announcer, handled the interviews. Donald Burton, owner, and a staff of engineers, handled the remote equipment. WLBC gave its listeners the complete description of the robber and all the details before the police had determined exactly what had happened. This is believed to be the first broadcast of its kind.

Transradio Philly Move

Philadelphia—While KYW is preparing to move to its own site, WCAU given over the 8th floor of its studio building to house the local bureau of Transradio Press. Harold Parr, transferred from Boston, will be in charge. Transradio also adds WCAU to its clientele this week.

COMING and GOING

ALFRED H. MORTON, manager of NBC owned and operated stations, and CLAY MORGAN, promotion head, go to Washington today to attend WRC-WMAL dedication ceremonies on Thursday.

WALTER WINCHELL and BLAYNE BUTCHER left for Hollywood last night. The Jergen's Journal will originate from there next Sunday.

MRS. ALLEN T. SIMMONS, wife of the owner of WADC, Akron, and MR. and MRS. JOHN AITKENHEAD, chief engineer, sailed from New York on Saturday for a West Indies cruise. They will return Aug. 1.

JOHN THORWALD, managing director of WRR, Dallas, is sojourning in New York after attending an FCC hearing in Washington.

JOHN S. YOUNG paid a visit to WSPR, Springfield, Mass., on Saturday. He left the following day for Norway, Sweden and Russia.

DANNY DANKER, J. Walter Thompson vice-president in Los Angeles, boarded the Santa Fe on Saturday for a three week confab at the home office in New York.

CHARLES (IGOR) GORIN is off to Honolulu for a week's vacation.

MILTON BERLE leaves for Hollywood in October.

LOIS RAVEL goes to the Coast next week to appear on the Ken Murray show.

JERRY BELCHER heads for the Coast to air his "Our Neighbors" show from there next Sunday.

EDDIE MATHEWS of the Major Bowes Capitol Family leaves for a two-month concert tour in Mexico.

CARL RAVELL left yesterday for Kentucky. ELEANORE (PAT) HURLEY, secretary to G. W. Johnstone of WOR, has left for Lake George on two-week vacation.

E. C. MILLS, chairman of the Ascap administrative committee, was back at his desk yesterday, from trip to Coast.

ALEXANDER KEESE, maestro of the Pepper Upper program orchestra, returns to Dallas from vacation in time to direct Sunday's program over the Dr. Pepper Dixie Network.

New Series on WHN

The Drew Brothers (Nino, Morton and Ed), novelty vocal trio who were featured in California, are now appearing weekly in a new series of programs broadcast every Tuesday night via WHN at 9-9:15 p.m. The trio, who feature novelty songs in a program called "Rendezvous with Rhythm," until recently appeared on NBC.

Angelo, the Italian tenor, is being heard over WHN in a new series of programs, which started last night at 10:45-11. The broadcast will originate in Cincinnati via the WLW line.

Harry Glick, vacationing the past two weeks, returned to WHN yesterday morning with his program of exercises.

Fran Allison Leaving WMT

Waterloo, Ia.—Fran Allison, for the last four years a member of the Waterloo staff of WMT, leaves to join the NBC program staff in Chicago on July 26. Miss Allison will be heard as featured singer in a number of Blue network shows, including Club Matinee and Breakfast Club, as well as twice weekly in a program of her own.

WANTED: ANNOUNCER who can really sell. Sober, dependable, experienced. Submit references, photograph, recording of voice if possible. Must be enthusiastic, hard worker. Good opening for right man.

BOX A-103, RADIO DAILY
1501 Broadway New York City

RADIO EVENTS, INC.
AN INDEPENDENT PRODUCING GROUP
SERVING ADVERTISING AGENCIES

535 Fifth Avenue,
New York, N. Y.

From script to production—
that's extra something that's good radio

FALL SPOT BUSINESS SHOWS MUCH ACTIVITY

(Continued from Page 1)

being used on WOR on Saturdays following football broadcast. On WIND football scores are being aired each Saturday. Weather reports are being used on the other stations once a night, six to seven times weekly. Stations are WNAC, WEAN, WTIC, KDKA, WHAM, WCKY, WHO, KFAB, WFAA, WFIL, WFBR, WRC, WRVA, WMC, WTCN, KSD, KOA, KTHS, WOKO, WGN, WFBM, WJR, WTAM, WTMJ, KMBC, KVOO. Schwab & Beatty Inc. placed the account.

Lydia E. Pinkham Medicine Co., Lynn, Mass., is another radio prospect. Erwin, Wasey & Co., just appointed to handle the entire account, reports that radio will be used either on a test basis or a full schedule.

Akron Truss Co., Akron, through Guild Productions, Cleveland, has just released a series of spot announcements to be placed nationally on 60 stations. Another client of Guild Productions, Bloomfield Dress Co., Cleveland, has a 75-station campaign of spot announcements, promoting Mme. Renauld dresses.

United Drug, Boston (Rexall stores), in October will launch its semi-annual Rexall one-cent sales campaign. Series placed by Spot Broadcasting for Street & Finney will be placed on 200 stations. Series, as usual, runs one week on a station with five quarter-hours for each station.

In the football field Atlantic Refining has announced its 65 station list. Kellogg has signed some but is looking for more. N. W. Ayer & Son has both the Atlantic and Kellogg accounts. Socony-Vacuum Oil, which has bought the Yale games for New England and New York City, is another sponsor on the look-out for more good football games to be broadcast.

The largest sponsor of transcriptions, Chevrolet Motor Co., is preparing to make recordings for its renewal which will take the air in late August. Campbell-Ewald Co. has this account.

Brown & Williamson, which has a large number of stations broadcasting sports programs in the interest of Avalon cigarettes, has signed renewals for seven of the stations plus the Don Lee network, which is plugging Viceroy cigarettes. Don Lee renewal goes into effect this week. WFIL, KSTP, WTMJ, WSB, KOIL, WFBM, WSJS are the seven stations whose contracts have been renewed for 13 weeks. BBDO has the account.

NEW PROGRAMS—IDEAS

"Treasures Next Door"

"Treasures Next Door" is one of the new features heard over WGL, Fort Wayne, every Friday evening at 8 p.m. Each week a group of aspiring players interested in the art of radio technique present the works of some famous writer. Last week the players presented a synopsis of "The Spy" by James Fennimore Cooper. The objective of the series is to try and interest people in reading some of the many books to be found on the shelves of local libraries. Other selections to be previewed will be "The Autocrat of the Breakfast Table," by Oliver Wendell Holmes, "The Legend of Sleepy Hollow," and "The Man Without a Country." The series presented in dramatic form are under the direction of Bill Davies.

Piano-Conversation

Exploiting an old vaudeville gag, Merrill Bennion, emcee of KDYL's Old Fashioned Community Sing, broadcast Sunday nights, 9:30-10 p.m. MST, from Salt Lake City's Liberty Park Open Air Theater, and Les Weelans, piano-playing announcer, conduct a "piano-conversation" as a feature of the sing. Idea is for emcee to ask pianist questions, and piano answers by playing appropriate titled songs.

Another variation of the piano-program is the presentation on KDYL, in which Les Weelans, piano wizard and announcer, conducts a patter-and-piano stanza including a description of the number just before he plays it—and a query concerning the title. Program jogs listeners' memories and pulls plenty of requests. "What's the Name of That Song?" is heard Mondays, Wednesdays and Fridays at 8:15-8:30 a.m., MST.

Interview City's Visitors

A new sustaining program called "People and Places with Gail Northe" has been launched by Ralph Nim-

Socony-Vacuum also reports that its programs on WHEC, WHAM, WSJR and WOKO will be continued through the fall.

The foregoing new business does not include the campaigns planned by Simmons Co., Thomas Leeming (Baume & Mercier), New York State Milk Publicity and W. T. Grant stores, already reported in RADIO DAILY, as has the large Coca Cola series.

Ex-Lax through Joseph Katz, Baltimore, is a prospect for spot radio. Last year agency reported that it would be in the market for radio in July, 1937.

Sponsors Northwestern Games

Chicago—Chicago & Northwestern R.R. has bought the Northwestern University home football games for fall airing over WJJD. Russ Hodges will be at mike. Through Caples agency.

mons, program director of WFAA, Dallas. The program features interviews by Miss Northe with interesting people visiting in Dallas and will cover outstanding events of the Greater Texas and Pan-American Exposition.

"Your Home and Mine"

"Your Home and Mine," new program heard over KFRU, Columbia, Mo., each Wednesday and Friday evening, is designed to help the home-owner with the problem of maintaining his home, front lawn to garden, cellar to attic, also to aid the man and woman building a new home. Answering all questions and bringing to the WFRU listener all the latest developments in home maintenance is "The Builder," who has as his assistant on the program a personality known as "Miss Home-Builder."

Agricultural Forecasts

Farmers of Missouri who wish a broad perspective of the markets of the future are listening to the broadcasts of E. A. Logan, senior statistician of the U. S. Department of Agriculture, over KFRU each Friday at 12:45 noon. Through intensive research on the part of his staff, Logan broadcasts over the Columbia, Mo., station each week the fluctuations of the market in the past under conditions similar to the present; hence, the Missouri farmer can look to the future with a knowledge of the past—"Forewarned is forearmed."

"Know Your City"

A new series of programs has been inaugurated over KFVS, Cape Girardeau, Mo., titled "Know Your City." Broadcasts are conducted from different points of interest of Cape Girardeau. The Municipal Swimming Pool always furnishes many interested spectators and participants in the broadcasts.

Richard Maxwell in New Spots

CBS has changed the schedule of Richard Maxwell, in "Songs of Cheer and Comfort." In the future he will be heard Monday, Wednesday and Friday at 9:15-9:25 a.m., Tuesday and Thursday at 9:30-9:40 a.m. and Saturday, 10-10:15 a.m.

KOIN STAFF TO RECEIVE 50% OF STATION STOCK

(Continued from Page 1)

period the employees stuck by the ship in grand manner exerting their efforts toward the perfection of the institution.

Present stockholders of KOIN have diverted about half the stock to a pool of shares available to employees. Only those who have been with the station one year or longer will participate in the plan.

2 Renewed, 1 Returning On NBC Chain in Fall

(Continued from Page 1)

Sons Advertising Co., Chicago, is the agency.

Wander Co. (Ovaltine) renews "Little Orphan Annie" on Sept. 27 for 14 weeks, which carries the series out to the end of the year. Program is heard on NBC-Red, Mondays through Fridays, 5:45-6 p.m., for eastern listeners and at 6:45 p.m. for mid-west tuners. Blackett-Sample-Hummert Inc., Chicago, has the account.

General Mills Inc., Minneapolis (wheaties), will return "Jack Armstrong," script show, to the air on Sept. 27 over 15 NBC-Red stations, Mondays through Fridays, 5:30-5:45 p.m. Blackett-Sample-Hummert Inc., Chicago, has the account.

Penn State Campaign Gets Under Way Soon

(Continued from Page 1)

a vocalist and orchestra will be set before the end of the week. Guest talent will also be used. The network, as lined up to date, calls for a 58 station web on CBS. Starting date and time have not been divulged. Barnes & Aarons, Philadelphia, is the agency handling the account.

Acme White Lead Show Switching to Blue Net

(Continued from Page 1)

29. Smiling Ed McConnell, Larry Larsen, a choral group and Palmer Clark's orchestra will be the talent. Series is signed for 52 weeks through Henri, Hurst & McDonald Inc., Chicago.



Member of the Performing Right Society Limited, London, England.

BRITISH-AMERICAN PRODUCTIONS, INC.

509 Madison Ave., New York

ELdorado 5-0381

FOREIGN

Transcriptions in Production for Australia, New Zealand, Gt. Britain, Latin-America.

CONSULT US IF YOU HAVE SALES PROBLEMS IN THESE MARKETS
12 YEARS EXPERIENCE

B.A.P. Inc.—"HALL MARK OF SHOWMANSHIP!"



**BETTER
BROADCASTS
for
BETTER BUYERS**

INTERSTATE BROADCASTING CO.
730 Fifth Ave., New York



GENE CARMAN, well known writer and producer, long affiliated with prominent local agencies, resigned his berth as production manager of the C. P. McGregor organization last week, to devote his entire time to scripting and building shows for advertisers and agencies direct, and reports several important commissions now in work.

Betty Grable and John Payne, with Wilbur Hatch orchestra, set by KNX for sustainer labeled "Song Time," Saturdays at 3:15.

Ken Carpenter will interview horse players and just plain sightseers from Dubuque and Ottumwa at Del Mar track for NBC on three successive Fridays.

Popular Gilmore Circus turned over to Botsford, Constantine & Gardner agency, with John Weiser producing and Cliff Clark continuing as Gilmore representative.

KMTR has new Monday through Friday sustaining 15 minutes, 4:15-4:30, with Steve Allen, accordion, and Barry Davis, baritone, selling their wares.

Ken Stuart, who has been handling "Listen Ladies," transferred to his first love, production, at KEHE, and will be succeeded in his former spot by Al Poska, while Mel Angle, announcer of "News by Air" becomes stooge announcer and foil for Joe Twerp on "Cosmopolitan Revue."

John Clarke, KNX news editor, and Virginia Cummings, Paramount publicity, slipped one over on their friends by a plane elopement to Las Vegas.

Lou Small, KEHE commentator on business trends, goes California Radio System, commencing tomorrow, Monday, Wednesday, Friday at 8:15 p.m.

Ethel Davis, well remembered Broadway comedienne of another day, makes her West Coast radio debut over KEHE via "Listen, Ladies" today. Miss Davis was starred in many Broadway musicals and should be a natural for radio.

Son of the inventor of the patented mail-bag-catching device in present-day use, Gail S. Hamilton, will play the role of his late father in a dramatic sketch woven around the life of the inventor cheated of a fortune by tragic circumstances, written by Clinton Jones for the Postal Players over KEHE at 8 p.m. today.

Ken Carpenter and Buddy Twiss so aviation minded following interviewing Russian North Pole flyers at March field that they are making a stratosphere flight in an army Lockheed on Friday. Will short wave their experiences and sensations to KECA, with NBC spreading over the Blue network, 12:45-1 p.m.

KFAC presenting new serial based on incidents in the life of Marie Antoinette, Fridays at 7-7:30 p.m. Produced by Celeste Rush, with Lou Merrill in the lead.

● ● ● Shaw Newton has resigned the vice presidency at Brooks, Smith, French & Dorrance to go with Morse International. . . . Frank Parrish had a heart attack at the Paramount the other day. . . . Leon Navara, signed with CRA, goes into a wired spot within two weeks. . . . The Jack Bennys, on their return from abroad, will adopt another child from the "Cradle" Benny Fields is up after a serious tooth infection. . . . Rose Blaine is up at Grossinger's Playhouse. . . . Al Shayne has been renewed at the Pavillion Royal for an indefinite period. . . . Mutual's "Let's Visit" show will shortly be commercialized. . . . Bert Block in St. Louis is looking for a femme vocalist. . . . Hillbilly Zeke Manners' maw is handling the bookings and business for Frank Wallace, Mae West's long lost hubby. . . . Ben Bernie, on his return to the coast, will register at a DRAMATIC ACADEMY! Joe Rines, who gets the Gruen show, is organizing a new orchestra. . . . Joe Lewis goes into Ben Marden's Riviera following Eddie Garr. . . . Joe Casarella, pitcher for the Cincy Reds, is around town pleading for an air show so that he might quit baseball. . . . Goodman Ace was ordered to take up golf by his doctor. The first day on the links, he appeared with —an adding machine!

● ● ● During the recent recall campaign against the mayor of Joplin, Mo., WMBH held its own burlesque election campaign for mayor—basing its presentation on the ancient history method of a mayoralty recall. . . . Station had Maxine Devaney of the staff tell Bruce Quisenberry her campaign platform with her manager Honest John Hamilton Farley. . . . She was introduced as Madame Candidate Pandora, Pinfeather. . . . For opposition, Morris Eisen and Al Amundsen, also of the staff, represented Patrick O. Klotzmeyer. . . . Maxine's platform was "to put all men in shorts—to show them as they are" While Morris presented a plan to solve the free sparking problems of a troubled city. . . . Entire show was aired from the city's streets.

● ● ● Henry Spitzer, music tycoon, has negotiated with RKO on the coast for Lew Brown and Ray Henderson's music. . . . Confirming our lead of the 13th, Raymond Paige succeeds Johnny Green on the Packard show, marking the former's first appearance on NBC. . . . Shep Fields turned down the Biltmore spot. . . . Frank Masters has been renewed for 13 weeks on the Edgar A. Guest series. . . . Atlas Radio Corp. is throwing a "coming out" party at the Astor tomorrow afternoon. . . . Jerry (Club 18) Krieger will share songs with Vivian Marshall and Johnny Russell on the Jay Freeman airing tonite. . . . Walter Winchell came into Lindy's at lunchtime yesterday—wearing smoked glasses! . . . Because of the kidding on the crop he was sprouting, Roger Douzens was forced to remove the soup-strainer. . . . Jean Paul King has bought a piece of the Wharf Theater at Provincetown, Mass. . . . Milton Berle, after seeing "New Faces" for the sceleighty-eighth time, finally discovered what was wrong. It seems that RKO made a mistake—and sent the "trailer" out as the feature!

● ● ● Irving Poznan, former baseball writer and now scripter for WTMV, East St. Louis, is taking physical culture courses at a gym. Says Poznan: "I gotta have muscle to satisfy some of these advertisers" The other evening at KDKA, Pittsburgh, Hostess Gertrude Heck received this phone query: "Is that fishing program on your station?" "Why I don't know what you mean," sparred Miss Heck. . . . "Oh, you know—that Dragonette show," he explained. . . . "But what has that to do with fishing?" "Well," came the reply, "can't Jessica Dragonette?" Ouch!

JOHAN BLAIR, head of John Blair & Co., and George Bolling, soon to head New York office, are on a southern swing, visiting stations at New Orleans, Beaumont and Houston.

Vivian della Chiesa, soprano, beginning her own 15 minute program with Roy Shield's ork over Blue network at 7:45 tonight.

Annette King, Breakfast club songstress, and Walter Blaufuss, NBC ork leader, are having their song, "The Moment I Met You," published.

Truman Bradley's daily comment program for American Family is moving from 12:30 to 1:45 p.m. on WBBM effective Aug. 2.

Kirk Douglas has replaced Lynn Cole as singer on the WBBM Lavena series Sunday nights. Cole went to WLW.

John Shelton is leaving WBBM sales staff July 26 and joining WOR's Chicago sales staff.

Bill Krenz, Breakfast Club pianist, and Al Spiegel, NBC cellist, off to Mikana, Wis., for two weeks' fishing.

Joe Wolverton, NBC pianist, expecting an heir.

Burridge Butler, president of WLS, has taken over editorship of the Prairie Farmer, of which he is publisher, since Clifford V. Gregory has left for post with Wallace's Farmer in Des Moines.

Ozzie Nelson and Harriet Hilliard opened at the Palace theater on Friday. Harriet returns to Hollywood and more film work at end of engagement here.

College Inn will have Little Jackie Heller and Frankie Masters' band starting July 28. Al Trace is there now.

Dick Jurgens is slated for four week engagement at the Trianon ballroom starting July 31.

Bess Johnson gave a party for Evans Plummer and about 50 associates at Drake Hotel. Plummer left over week-end by motor for the coast where he will head Radio Guide's office.

WLBC to Air from Fair

Muncie, Ind.—A large array of talent and unique programs are being lined up by WLBC for the 85th Great Eastern Indiana Muncie Fair to be held the first week in August. WLBC will originate many of the programs direct from their own studio building on the fairgrounds. One of the features to hit the air-planes will be the broadcast of the harness races from the fastest half-mile dirt track in Indiana. Remote pick-ups from all buildings and exhibits will be made during the week the fair is in progress.

Bobby Dolan Renewed

Robert Emmett Dolan, musical director of the Sunday Night Sealtest Party, has been renewed for an additional 13 weeks on that show.

ORCHESTRAS MUSIC

DEL COURTNEY, bandmaster, after closing a Detroit run, arrived in Oakland, Cal., yesterday to wed Mary Ann Bradley, leaving immediately thereafter for Louisville, where Courtney's band opens Friday.

Ken Moyer and his ork replace Bud Waples at the Gunter Hotel, San Antonio, and will air over KABC. Waples goes to Dallas.

A novel 25-piece juvenile balalaika orchestra under Col. Luke Bakootas will debut Sunday on WICC, Bridgeport.

Fred Waring, who begins a return engagement at a San Francisco theater this week with his famous Pennsylvanians, will be interviewed over a Pacific Coast NBC-Red Network tomorrow at 2:00 p.m. PST by Janet Baird on the "Woman's Magazine of the Air."

Willow Grove Park, Philadelphia, spotting name bands for single nights to battle-of-music it with Jim Fettis. Will Osborne started the parade.

Closing of the Hotel Walton roof garden, Philadelphia, has Paul Kara leaving and WIP yanking out the remote lines.

National Ass'n of Music Merchants trade exhibit at the Hotel New Yorker, July 26-29, will have the largest accumulation of musical instruments ever housed in one place.

Opening broadcast of Jack Winston's orchestra at the Bal Tabarin in San Francisco was heard over an NBC-Red Network on Saturday. Ivy Cole, formerly with Henry King's orchestra, and Betty Baker are the new vocalists with Winston's band.

Henry Halstead and his orchestra have been set for an indefinite period at the Hotel Muehlebach, Kansas City, starting July 23. Deal made by Leo Salkin of CRA office in Chicago.

Harold Stern booked at Atlantic City's Million Dollar pier for week of July 31. Following Stern, music of Johnny Hamp, Clyde Lucas, Don Bestor and Jack Denny dated for short stays. Bookings set by CRA.

Hudson Lelange ork plays the Million Dollar Pier Aug. 21-27.

Marvin Frederic and ork have had their contract extended at the Commodore Perry Hotel, Toledo. Band, booked by CRA, features Romany Trio and is heard twice weekly over NBC-Blue.

"Ghosts" on WQXR

Ibsen's "Ghosts" will be presented by the WPA radio division over WQXR at 9-10 tonight.

WFIL's New York Office; Frank Wellman in Charge

(Continued from Page 1)

ing house for program traffic and time commitments, WFIL being actively affiliated with the Mutual, WLW line and NBC-Blue networks; also to coordinate the work of Edward Petry, WFIL's national rep, in agency and sales contact; promote the Quaker State regional to agencies to better advantage, and place the station in a position to buy better talent for local shows.

Withycomb told RADIO DAILY that three big accounts are ready to spring big variety shows on local listeners this fall, bringing New York name talent here for the productions. There is also a possibility that at least two of the accounts will seek a chain outlet for their shows.

WADC Staff Additions

Akron — Recent staff additions at WADC include Bob Morton and Paul Van Deusen, to the engineering staff, and Ray Spencer, Bob Hansen and Bill Casselman, announcers.

Larry Suhadolink, engineer, resigned to join CBS in New York.

Jerry Frakes in Denver

Denver — Jerry Frakes, late of WLW, and well-known for his work on the NBC Tums Show as well as the Mutual Net, has been subbing for Bob Bradley at KLZ. Bradley, as KLZ's romantic tenor, has been "guesting" on the "Heinz Magazine of the Air" from CBS' New York studios.

Allen T. Simmons Buys Plane

Akron—Allen T. Simmons, owner of WADC, recently bought a new five place Reliant Stinson plane, which will be delivered next month. It will be the fourth plane he has owned, and he'll use it on his many business trips to New York, Chicago, Washington, etc.

WBOW Flies to Mine Tragedy

Terre Haute, Ind.—Horace Capps, production chief at WBOW, chartered a private plane and flew to Sullivan, Ind., scene of the Baker Mine disaster last week. WBOW had a full staff of announcers and engineers on the job for full coverage of the incident.

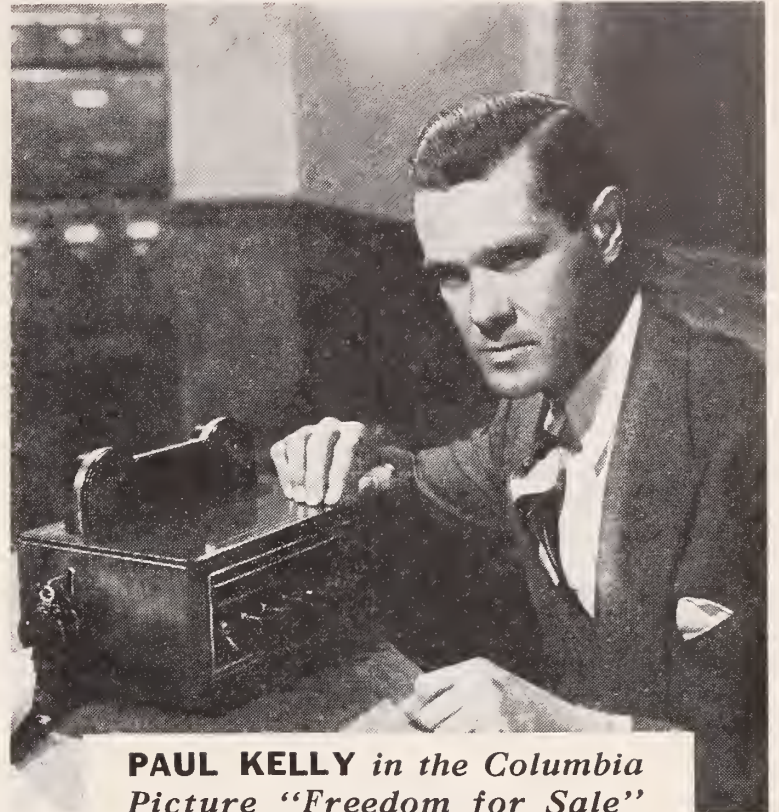
Cliff Webster Quits CRA

West Coast Bureau, RADIO DAILY

Los Angeles—Cliff Webster, associate manager of Hollywood office of Consolidated Radio Artists, has resigned the berth he took over last October with the opening of CRA local office. Webster was formerly business agent of the Los Angeles musicians union.

Griffin Sponsors Ohio Games

Columbus—Griffin Mfg. Co. has arranged for WCOL to carry all Ohio State University home football games this fall.



PAUL KELLY in the Columbia Picture "Freedom for Sale"

Dictograph INTERCOMMUNICATING SYSTEMS

MODERN business executives demand immediate access to information—independent of the telephone switchboard, without looking up directions, without turning dials. A Dictograph System can put all departments in instant contact with one another—put the whole organization on every executive's desk inside a "magic box." It will save time and steps—reduce "office visiting"—accelerate your business day whether your company is large or small. (By the way, Dictograph created the first loudspeaker, years before the radio was perfected.)

• DICTOGRAPH •

DICTOGRAPH PRODUCTS CO., INC.

580 Fifth Ave., N. Y. C.

☆ Program Reviews and Comments ☆

Columbia Workshop

Entering its second year, the Columbia Workshop series of dramatic shows, directed by Irving Reis, continues its experimental work, further enhanced for the present with special permission of Ernest Hemingway to adapt some of his stories. This first Hemingway short story, "50 Grand," aired Sunday over CBS, gives an intimate cross section of the life in a training camp and the thoughts of a boxing champ who is on the wane. The champ knows he can't win, but is determined to give the fans a good show—but he also determines that he might as well make some money out of the fact that he will lose the fight. If he loses he stands to make an additional \$50,000 by betting against himself. Waging a stout but losing fight, he suddenly realizes that he has an opportunity to lose the bout without being knocked out and fouls his opponent. The struggle to put up a good fight and clinch some money for the wife and kids makes an interesting slant.

Reis as usual, injects his inimitable sound effects and modern style of direction. The staccato raps of the punching bag, the bouts with sparring partners, the talk between them, the crooked fight promoters who visit the camp, the ringside atmosphere later, the newspapermen sending in their stuff, the radio commentator, etc., broadcasting the fight is strikingly presented with musical background and effects symbolic of such an event.

At one point it seemed that the sound effect symbolizing the passing of various rounds was somewhat repetitious and might have been altered slightly from time to time. However the total effect was impressive and the whole production moved forward smoothly and entertainingly. This CBS 7 p.m. spot has much for those who appreciate an extraordinary dramatic production. Cast was exceedingly good.

"Magic Key of RCA"

A highly enjoyable novelty feature of "The Magic Key" on Sundays over the NBC-Blue network is the summer series of oldtime song dramatizations written by Edmund Birnbryer.

1	9	3	7
SUN	MON	TUE	WED
4	5	6	7
10	11	12	13
14	15	16	17
18	19	20	21
22	23	24	25
26	27	28	29
30			

Greetings from Radio Daily

July 20

Irving Fields Teddy Black
Jimmy Tansey Harry Horlick
Lucille Neil

They are no sketchy affairs, but truly elaborate presentations with a production background that sounds quite expansive and proves very effectively entertaining. The series started two weeks ago with "Only a Bird in a Gilded Cage," and last Sunday the offering was "The Man Who Broke the Bank at Monte Carlo," dramatized with a fetching note of romance, adventure and Monte Carlo color.

Another chief item of last Sunday's "Magic Key" was Oliver Wakefield, the English comedian, who was given quite a slice of time and who made it quite amusing. He's currently appearing at the Rainbow Room. Jean Sablon again sang a few numbers in his individual style, and the piano specialty by Fairchild and Carroll was good. Marian Anderson's vocalizing by short wave from South America was somewhat marred by atmospheric interference.

"Ave Maria Hour"

This Sunday evening half-hour aired over WMCA by the Graymoor friars at Garrison, N. Y., set something of a precedent in religious radio dramatizations last Sunday when "Mary Magdalen" was put on, with the noted stage star, Clara Joel, in the title role. With dramatic frankness, the story told how Mary humbled herself to seek the help of her rich and influential former "boy friends" in an effort to save Jesus from being sentenced by Pilate and crucified.

It was quite the most ambitious and interest-compelling production yet attempted by the "Ave Maria" group, and the cast, which had a number of familiar Broadway voices in addition to that of Miss Joel, was efficiently directed. Besides the excellence of the staging in the dramatic end, there was a similar improvement in the musical portion of the program.

"Public Service Forum"

Charles Henry Ingersoll's half-hour form on WOV last Sunday evening had an unusually interesting guest in James W. Barrett, president and editor of Press Radio Bureau, whose subject was "News of Yesterday, Today and Tomorrow." Barrett not only has a rich and extensive background to draw upon, but his voice and manner of talking are very well attuned to radio requirements. In other words, he would make a first-rate radio commentator.

Ingersoll (the man who made the watch that made the dollar famous) makes a good forum host. He presides over the session in a way that is most favorable to the guest.

Nola Day

Debutting in her own NBC-Blue network program, at 8:15-8:30 Saturday night, Nola Day regaled listeners with an engaging contralto voice and

a graceful facility in selling songs. She did "Where or When," "Tomorrow is Another Day" and "Love is Never Out of Season," all very well suited to her style. In between, the proficient Norman Cloutier and his orchestra tooted "It Goes to Your Feet" and "The Lady Who Couldn't be Kissed." Though the program was more or less typical of its kind, it also rates a better than average mark in its class.

In addition to the Saturday spot, Miss Day also will be heard Wednesdays at 7:15-7:30 p.m.

Milton Berle

Milton Berle, the up and coming film actor, had a pretty good time with Ben Bernie as his guest Sunday night over CBS. Some of their quips were a little too close to the shop from the standpoint of general listeners, but on the whole it was a snappy set-to between Berle and Bernie. Incidentally, the Gillette razor show has held to a better average score since it condensed into a half-hour, minus the community singing, and moved to an 8 p.m. spot. Wendell Hall, Tommy Mack, Bert Gordon, Jolly, et al, all doing well.

"Spotlight Revue"

A good workmanlike job of emceeing was turned in by Fred Hildebrandt on this WOR program caught yesterday at 3-3:30 p.m. He had a good troupe of artists working with him, including Rose Marie (the former Baby), who went to town with "St. Louis Blues"; Kathleen Healy, comedienne, in chatter that spanned New York, London and Paris; Bob Adams, talented baritone; Elliott Sisters, harmonious warblers, and Gregory Matusevitch, adept at accordion and other instruments.

Briefly

Elinor Sherry, WOR songbird, gets better and better by the week. Also sounds more and more like an Ethel Merman. Her singing of "Mad About the Boy" and other numbers last Saturday afternoon, with Louise Wilcher accompanying, was very delectable. Miss Sherry also made a nice partner for Walter Ahrens on Sunday afternoon, with Bob Stanley's orchestra as background.

Mario Cozzi, who's been missed on the airlines lately, filled a Saturday afternoon spot on WEAF-NBC Red. with the Honti orchestra as background. Cozzi's singing of "Chloe," in his rich baritone, was the program's high-light.

Buffalo Broadcasting Corp. sent another of its highly entertaining half-hours of variety over the CBS network last Saturday afternoon. Outstanding item was Lee Morse, who delighted the ears with her singing.

The lively orchestra and other entertainers also were tops.

Ted Lewis, remoting from the Astor Hotel Roof, makes listeners wish for a regular radio program starring the "Is Everybody Happy" maestro; a musician and showman who is still going as strong as ever.

Montana Slim, Texas Jim Lewis and other cowboy singers had better watch their laurels. A nine-year-old youngster, "New York" Levy Santora of the Horn & Hardart Sunday morning children's hour on CBS, already can croon a western ditty and hold a yodeling high note like an old-timer from the grazing country or the Kentucky mountains.

Just so listeners won't forget that he's still connected with the show, Eddie Cantor popped in for a few words on Sunday's CBS Texaco program. It was good to hear his voice again. Eddie is vacationing and filmmaking till September. Meanwhile, Eddie Stanley, Jimmy Wallington and the rest of the gang are doing a swell job.

The "Home Songs" program on NBC-Red thrice weekly, with Alden Edkins and Gertrude Foster as vocalists and John Winters at the organ, are very congenially rendered affairs. Good artists and pleasing selections.

Jack Berch and the Boys, who started a new thrice weekly schedule for Fels-Naptha at 9:30 a.m. yesterday over CBS, are a very cheery bunch. The singing of Berch is particularly well designed to give the day a sunny sendoff.

Werner Janssen's Sunday 7:30 p.m. NBC-Blue network series has been improving since the initial broadcast, and last Sunday's guest star, Dick Powell, was a help. Loretta Lee's warbling of "Dinah" also scored big.

GUEST-ING

VIVIANNE SEGAL, on Martha Deane program, today (WOR, 2 p.m.).

HARRY ROSENTHAL, on Martha Deane program, July 24 (WOR, 2 p.m.).

AL PEARCE, on George Jay's "Listen Ladies" program, tomorrow (KEHE, Los Angeles).

JOE REICHMAN, "Pagliacci of the piano", now playing at the Baker Hotel, Dallas, on the Pepper Upper program over the Dr. Pepper Dixie Network, July 25.

NEW BUSINESS

Signed by Stations

WADC, Akron

Goodyear Tire & Rubber Co., Bob Wilson in sports patter; Alka-Seltzer, "Trailer Talks" interviews at local tourist camps handled by "Red" Hageman and new mobile unit; Coca-Cola, "Refreshment Time With Singin' Sam."

WHN, New York

Coca-Cola, through D'Arcy Advertising Agency; Hotel Mayflower, Washington, through Osgood, Roberts & Associates, Washington; Drums, renewal, originating in WLW studios, through C. C. Wynnningham agency.

WTMJ, Milwaukee

Dr. Caldwell's Syrup Pepsin, "Monticello Party Line"; San Felice Cigars (Diesel-Wemmer-Gilbert Mfg. Co.), news periods.

WPTF, Raleigh

Armour Fertilizer; Nu-Enamel Paint; Sherwin Williams; Gruen Watch Co.; Log Cabin Syrup; Chilean Nitrate.

WHAS, Louisville

Gulf Refining Co., Gulf Sprayers, Hillbilly music.

WWVA, Wheeling

Procter & Gamble (Ivory soap and flakes), "The Gospel Singer."

KLZ, Denver

Stevens Hotel, Chicago; Townsend Clubs; Ozer Exterminator Co.

KSL, Salt Lake City

Hudson Bay Fur Co.; F. W. Woolworth Co., opening new Salt Lake unit.

AGENCIES

BATTEN, BARTON, DURSTINE & OSBORN has been appointed by General Mills to assist its publicity department. Donald Davis, president of G. M., stated that new appointment will not alter General Mills' relationship with any other agency now connected with the company.

BATTEN, BARTON, DURSTINE & OSBORN, Chicago, has been appointed advertising counsel for Laundry Owners Nat'l Ass'n. Robert B. Barton and Robert F. Branch will handle account. No word yet on radio plans.

MRS. RUTH N. RUSLING has joined Thornley & Jones Inc., Philadelphia agency, headed by George H. Thornley.

ALFRED JORDON and JAMES A. COLEMAN, both well known in Philadelphia ad circles, died recently.

Van Cronkhite to Rep For New Station as Lab

(Continued from Page 1)

tract runs for three years, covering also WWAE, the 100-watt full time Hammond station owned by same interests. Negotiations under way call for a remote studio set up in Chicago's Stevens Hotel for the WHIP station.

Commenting on the deal, VCA executives insisted VCA had no intentions of entering the national sales representative field, stating deal was merely an exception to VCA's usual activities because station is "right in our own back yard."

Understood, however, VCA's main interest in the station rests with their being able to make the outlet a Nation's Radio Program Laboratory, making it possible to test merchandising and program ideas intended for eventual network and higher power station broadcasts. Due to its location WHIP can tackle the testing of programs and merchandising tie-ups aimed at all classes of listeners. The unique directional antenna designed by the Bell Laboratories, especially for the physical needs at Hammond, will bring a powerful signal into Chicago. It will also blanket the suburban and rural area of the rich middle northwest markets.

Astronomy Series on CBS

American Museum of Natural History has replaced "Adventures In Exploration" with a series entitled "Drama of the Skies," starting tomorrow at 5:45-6 p.m. over the CBS network. It is quite probable that the "Adventure" programs will be renewed later in the year. Dorothy Bennett, astronomer and assistant curator at the Hayden Planetarium, will conduct the new series which will be heard every week at the same time.

Luther at Mike for Races

Two of the year's outstanding horse races, the Arlington Classic and the Futurity, will be described by announcer Paul Luther over a CBS network on two successive Saturdays, July 24 and 31. The Classic will be heard at 6 p.m., July 24, and the Futurity at 5:45 p.m., a week following. Luther will be assisted at the trackside by Frank Ashley.

Atlas Drama on CBS

A dramatization by Lee Atlas, playwright, based on portions of the book, "Why Let Them Live," by Paul de Kruif, will be broadcast over the CBS network when the Columbia Workshop presents "A Matter of Life and Death" next Sunday at 7-7:30 p.m. Irving Reis will direct the production.

WTMJ Anniversary Reunion

Milwaukee—Merle Blackburn, Louis Roen and Don McNeill, "graduates" of WTMJ, Milwaukee, are slated to return for the station's tenth anniversary celebration July 25. Others who got their start at the station, Happy Jack Turner, Pat Barrett and Stanley Morner, will send recorded greetings.

... Radio's own daily newspaper modestly presents a series of 100 unsolicited testimonials as to what Radioland thinks of RADIO DAILY.

CBS

"... I want to tell you what a swell informative publication you have. It has gotten to the point now where I can't wait for the other fellow to finish reading his copy—I've just got to have one for myself. Enclosed please find check."

Edmund L. Cashman
Program Dept.

WCOA

"... RADIO DAILY is a splendid publication and I read every issue with interest."

H. G. Wells Jr.
General Manager.

KUJ

"... It is a pleasure for us to tell you that almost daily we run on to a number of good ideas in RADIO DAILY, as well as pertinent information to us in each issue."

M. F. Jensen
Director.

... RADIO DAILY is six months old. It is growing fast. It already has the confidence of a great progressive industry. Watch RADIO DAILY.

San Francisco

Ward Byron, producer of "Bug-house Rhythm" and other NBC shows here, has resigned, effective July 31, to join Music Corp. of America in Hollywood. Move terminates nearly 12 years' affiliation with NBC.

Wayne Green, 15-year-old dramatic reader, will leave Oakland for a Paramount screen test later in the month, sponsored by Fanchon & Marco who liked his work on "King Kiddies' Court," Oakland KLS child program. Gloria Thompson of that station produces the show.

Dr. Alfred Hertz, the first conductor of the Standard Symphony orchestra, will direct the remaining 14 concerts in the summer series starting Thursday, over the Pacific Coast NBC Red Network.

Radio execs who expect to attend the Bohemian Grove Russian River annual get-together include Don E. Gilman, Harrison Hollaway, Earle C. Anthony and Walter Bunker.

Muriel Ireland and Carl Christiansen, she of the program-continuity department of KYA, and he of the control board, recently received their final citizenship papers.

Kathryn Julye, KYA harpist, returned to KYA after a vacation to L. A. where she played in the ork of the "Amphytrion 38" company.

Charles Venda and the missus arrived Wednesday for a few days lookie at KSFO here. He's the CBS program for entire West Coast.

Richfield Oil renewed its nightly air flashes for another year. Ken Barton and John Wald will continue to do the hawking.

Bob Rockwell, 15, who broadcasts the "Chronicle" Sunday comics over KGO, has gone to Hollywood for television tests.

Dick Newton, who plays piano and sings, starts his sustaining series today.

Joseph Magnin Co. has waived its cancellation privilege and will continue Don Allen's "Hollywood Reporter" movie chatter show until May 29, 1938.

Dudley Manlove, KROW announcer in Hollywood on leave, continues there for another two weeks, with Bob Goerner staying on at the Oakland studio as a sub.

ONE MINUTE INTERVIEW

JOHN L. CLARK

"Perhaps there is too much concentration on the selling and buying of time, with not enough attention paid to program development. On one hand the advertiser is to blame and on the other hand it may be the network. Most of the dissatisfied sponsors have been in the spot of buying time first and worrying about a show afterward. It may be a good idea to get the program first."

★ Coast-to-Coast ★

BILL GRIFFITHS, WJW (Akron) sports specialist, is laid up with an infection. This leaves quite a gap in WJW's air personnel, as "Busy Bill" carries that station's sports events, including the daily play-by-play of the Akron Yanks (Mid-Atlantic League); "Sports Roundup," which includes the days news from every phase of sports as well as the complete baseball returns, and a two-a-week feature, "Let's Go Fishing." Incidentally, all of Bill's airings are commercial and he has no trouble keeping them that way. "Bud" Bates, WJW staff man, and Harry Dennis, another of Bill's right hand men, are doing a capable job of pinch-hitting.

Walter King, WINS announcer, has taken over the 10:30 a.m. news broadcast over WINS and the New York Broadcasting System. Al Grobe, program director of the station, reads the headlines. The program is heard Monday through Friday. Grobe, by the way, addressed the New York University Radio Workshop the other night at the college in Washington Square. He discussed "The Importance of the Radio Announcer in Radio Productions."

Milton Stoughton, manager, WSPR, Springfield, Mass., is vacationing in Rhode Island.

H. Clifford Hansen, acting chief engineer, WSPR, Springfield, Mass., resigned to become chief engineer at WAGA, Atlanta, new station built by Hillis W. Holt, chief at WSPR, who is on leave. Laurence A. Reilly acting as chief until Holt returns. Arthur Holden of WTHT, Hartford, has joined the WSPR staff.

WBAP, Fort Worth, broadcast 10 remote programs from the Health Festival at Mineral Wells, 52 miles from Fort Worth, during the three-day celebration last week. Broadcasts were under direction of George Cranston, and R. C. (Super) Stinson, technical supervisor for Carter Publication stations.

James M. Shouse, president of KMOX, St. Louis, visited at WHO, Des Moines, last week. Shouse and J. O. Maland, vice-president of Central Broadcasting Co. and manager of WHO, worked together in the early days of radio when CBS first opened its Chicago offices.

Myrtle Williams, in charge of recorded programs at WHO, Des Moines, started her vacation Saturday. She plans to spend part of the period in Chicago.

Carroll J. Schuepbach, Jr., has been added to the commercial department of KLZ, Denver. He had been an advertising salesman for Oklahoma Publishing Co.

Frank Quinn, KLZ sales manager, is vacationing on the west coast.

Hazel Geary, who sang and made movie shorts during the past season with Peter Van Steeden's orchestra, now has the spot billing at the New Monmouth, Spring Lake, N. J.

Peggy Kingston and the Jack Days of Eton Boys radio fame have just returned from Panama and are now headlining at Jack Thorne's Kay's Hotel, Lake Hopatcong.

WMFF, Plattsburg, N. Y., is now carrying for the second summer season the morning lectures series from the Catholic Summer School of America, Cliff Haven, N. Y., through the cooperation of Rt. Rev. Msgr. Michael J. Splaine D.D., president of the school. The program, broadcast each weekday morning except Saturday at 11-12 through Sept. 3, features prominent members of the faculty and many well known figures.

The vacation list continues to pile up at WJW, Akron, with chief operator Jerry Roberts in North Carolina or somewhere on the Chesapeake. Announcer Bud Bates and continuity head Rae Carde take off this week, with Bud rumored to be making plans for a wedding in the near future.

Joe Hernandez, racing expert, has started a thrice weekly stint over KVI, Seattle.

Hal Wolf, sports and special events announcer, assumed a new role last week over KOMO, Seattle, being spotlighted in a weekly feature titled "Century Notes," dealing with personalities and events of the past.

WBAP, Fort Worth, found that it had a strong morning dramatic program in "Helen's Home" when it made a test by offering pictures of the characters to listeners. In a week, 12,500 wrote in. The program, with 500 episodes to its credit, is written by Della West Decker. Dorothy Compere, WBAP dramatic director, directs it.

KDAL, Duluth, recently gave its listeners something out of the ordinary in radio fare with two broadcasts from the Polack Brothers Circus, showing in town under auspices of the American Legion. Broadcasts were staged on two successive nights, with mike-men covering first half of the performance one night and second half the following. A novel angle was injected into the broadcast when Special Events Man Sam L. Levitan took to the air with mike in hand to do a "man on the flying trapeze" stint.

WHAS, Louisville: Joe Eaton decided to include a visit to Boston while in the east... Mrs. Hunt Smith (Mildred Lee) plans a New York so-

Boston

Phil Saltman's Piano Club of the Air returns to WEEI in a new spot, Mondays at 7:15 p.m., after an absence of two months.

Mary Dood, ballad singer, filling in on WBZ's "Little Show" broadcasts while the Happy Sisters are filling a date at Loew's State Theater in New York.

Greenleaf Advertising Agency auditioned three shows last week for the Batchelder-Whittemore Coal Co. Deal calls for six five-minute spots weekly.

Boston Traveler's Soap Box Derby tomorrow has been sold by WEEI to Chevrolet dealers. Jay Wesley, Del Castillo and Ken Ovenden will handle the mike positions.

Three Names Waxed

Waxing for Victor, Master and Decca last week were Joan Brooks, doing three sides with Jolly Coburn; Teddy Grace, featured vocalist with Mal Hallett, doing four, and Rudy Bundy and Orchestra, doing two of his own compositions and two other numbers.

Journ... J. Sheehy, traffic manager, bringing his family home from Boston, where they have been since the flood... Billy Banks succeeded Alice Arnold in promotion department.

Fred Bock, commercial manager of WADC, Akron, is the father of an eight pound baby girl. Named Barbara Anne.

Charlie Jordan, manager of WRR, Dallas, accompanied by Ben McCleskey, continuity chief and sports statistician, went to Houston to air play-by-play of Texas League All-Star Game for General Mills.

Eddie (the Cowboy) Stephens, formerly at KFRO, KBIX and XERA, has been signed for a morning spot at WTMV, East St. Louis.

Jerry, the yodelling cowboy, heard on several American folk music programs, on WHO, Des Moines, will spend this week on vacation in Chicago.

CONSOLIDATED RADIO ARTISTS, INC.

30 Rockefeller Plaza, N. Y. CO. 5-3580
CLEVELAND • CHICAGO • DALLAS • HOLLYWOOD

America's Leading Radio and Dance Orchestras

BAND OF THE WEEK
MIKE RILEY
and his
"Round and Round"
ORCHESTRA
KDKA-NBC, New Penn
Pittsburgh, Pa.



RADIO DAILY

Serving the Better Interests of Commercial Radio and Television



VOL. 2, NO. 14

NEW YORK, N. Y., WEDNESDAY, JULY 21, 1937

FIVE CENTS

9 More Commercials Set

ALKA SELTZER READYING NEW SERIES OF DISKS

Chicago—Alka Seltzer (Miles Laboratories, Elkhart, Ind.) is launching a new transcription series about Sept. 10 on 25 or 30 independent stations, many of them CBS outlets, to supplement live shows on NBC and WGN, Chicago. Series titled "Comedy Stars of Broadway", features Frank Crumit, Norsemen Quartet and Vic Arden's Orchestra

(Continued on Page 8)

Fanchon & Marco Creates Radio Script Department

Fanchon & Marco Agency has inaugurated a radio script department and will handle exclusive literary property, including motion picture stuff. Three radio serials, for which F. & M. has exclusive rights, have already been prepared, all three being children's series.

Sam Shayon of F. & M. says the

(Continued on Page 3)

CBS Listener Survey For October Release

The new CBS listener area survey for the entire network will be ready sometime in October, according to present plans. Network has

(Continued on Page 5)

Arthur Church Dickering

Arthur B. Church, president of KMBC, is in New York conferring with Herbert V. Akerberg, CBS vice-president in charge of station relations, over a renewal of KMBC's contract with CBS. Contract expires in September. Deal in the works is for a five-year renewal. Church will be here all week.

Welcome Addition

Atlanta—Quite a number of additions have been made at WATL in the past few days, but probably most important to the station personnel was when Manager Maurice Coleman announced that J. W. Woodruff, Sr., owner of the station, was making an addition to their pocketbooks in bonus checks ranging from \$100 down.

Shakespeare Dilemma

Des Moines—With CBS and NBC both airing Shakespeare on Iowa Network stations here, Mary Little, radio editor for Des Moines Register-Tribune and the Iowa Network, has been having tough time on Mondays trying to give a proper break to both Shakespearean series. KRNT carries CBS and WMT has NBC. Miss Little, report says, was heard one night reciting "To be or not to be" in her sleep.

RADIO PAYS TRIBUTE TO SENATOR MARCONI

Networks and many individual radio stations paid tribute yesterday and last night to Senator Guglielmo Marconi, wireless pioneer, who died early yesterday morning at his home in Rome at the age of 63. He had been ill for two years.

As a tribute to Marconi, a minute of silence will be observed over NBC's combined Red and Blue net-

(Continued on Page 2)

Western Teletype Circuit Extended by Transradio

New leased teletype circuit through central Iowa has been extended by Transradio Press Service, making it the fourth of a system of state circuits being operated from the news service midwestern division in Chicago. Other circuits out of Chicago carry service to clients in Michigan, Wisconsin and Illinois. State capital

(Continued on Page 3)

NBC Dickering to Broadcast Next Three Joe Louis Fights

Blackett-Sample-Hummert's Own Recording Studios

Chicago — Blackett-Sample-Hummert agency is building new recording studios in their local quarters. Though mainly to be used for waxing auditions, studios are complete enough for regular transcriptions of script shows. B-S-H, which leads

(Continued on Page 7)

Four Additional CBS Programs Headed by Jeanette MacDonald in Spot Oppo- site Benny—6 Mutual Shows

TELEVISION INSTITUTE IS SET UP BY SOVIETS

A special department has been set up to guide the development of television in the Soviet Union. Known officially as Institute of Television, it resembles the laboratories of RCA, and will be considered by the government as a scientific and technical institution.

Establishment of the new organization is in line with the government's plan to build the radio industry of the nation. Young engineers will be sent to all parts of the world to study foreign methods. At present the Russian television can be transmitted seven to eight miles. Mechanical senders are equipped with a

(Continued on Page 8)

18 Per Cent Tuned in On All-Star Ball Game

Survey by The Cooperative Analysis of Broadcasting reveals that the All Star Baseball game played on Wednesday afternoon in Washington, July 7, had almost as great an audience as that of the leading evening show.

CAB reports that 18 per cent of set-owners said they heard the broadcast of the game in question.

Fall contracts for four more CBS commercials and five Mutual programs have been closed. CBS list includes Vick Chemical, R. B. Davis, Coca Cola and Chevrolet. Mutual clients are the Lutheran Hour, Delaware & Lackawanna Coal Co., Variety of Vienna, Heckers and Campbell Cereal.

CBS scored a coup when they sold Vick Chemical the Sunday 7-7:30 p.m. spot, opposite the NBC-Red Jack Benny program. Series beginning Oct. 3 will feature Jeanette MacDonald with Josef Pasternack's orchestra. Sponsor conducted a poll

(Continued on Page 8)

ASCAP-AFM DECISION EXPECTED IN 10 DAYS

Ascap's decision on whether it will join the AFL or form an agreement with the AFM will be made within the next 10 days. E. C. Mills, chairman of the administrative committee of Ascap, conferred yesterday with Joseph N. Weber, president of the AFM, and their talk centered around

(Continued on Page 8)

KDKA Is Building Up Local Program Status

Pittsburgh—A new program setup at KDKA, designed to strengthen and add to local presentations, build up a strong local talent list and give that talent every opportunity for advancement, has been worked out by H. A. Woodman, general manager of the

(Continued on Page 5)

Line Forms on Right

Philadelphia — With everybody mobbing the mailman as soon as the daily issue of RADIO DAILY arrives, KYW has made it possible for everybody to read its pages. Instead of running from office to office to see the copy, RADIO DAILY gets a permanent place on the KYW Bulletin Board in the KYW foyer. Issues are tacked to the board for the full week.

(Continued on Page 8)



Vol. 2, No. 14 Wed., July 21, 1937 Price 5 Cts.

JOHN W. ALICOATE : : : Publisher

DON CARLE GILLETTE : : : Editor
MARVIN KIRSCH : : : Business Manager

Published daily except Saturdays, Sundays and Holidays at 1501 Broadway, New York, N. Y., by Radio Daily Corp. J. W. Alicoate, President and Publisher; Donald M. Merser-eau, Treasurer and General Manager; Chester B. Bahn, Vice-President; Charles A. Alicoate, Secretary; M. H. Shapiro, Associate Editor. Terms (Post free) United States outside of Greater New York, one year, \$5; foreign, year, \$10. Subscriber should remit with order. Address all communications to RADIO DAILY, 1501 Broadway, New York, N. Y. Phone Wisconsin 7-6336, 7-6337, 7-6338. Cable address: Filmday, New York. Hollywood, Calif.—Ralph Wilk, 6425 Hollywood Blvd. Phone Granite 6607.

Entered as second class matter April 5, 1937, at the postoffice at New York, N. Y., under the act of March 3, 1879.

FINANCIAL

(Tuesday, July 20)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Am. Tel. & Tel.	171½	170¾	171	+ ½
Crosley Radio	21½	21½	21½	0
Gen. Electric	58¾	57¾	58½	+ ½
North American	27¾	26¾	27¾	+ 1
RCA Common	9½	9½	9¾	+ ¼
RCA First Pfd.	69	68¾	69	- ¼
RCA \$5 Pfd. B.				
Stewart Warner	18½	18	18½	+ ½
Zenith Radio				

NEW YORK CURB EXCHANGE				
Hazeltine Corp.	15¾	15¾	15¾	+ 5/8
Majestic	3¾	3¾	3¾	0
Nat. Union Radio				

OVER THE COUNTER			
	Bid	Asked	
CBS A	30½	31½	
CBS B	30¼	31¼	
Stromberg Carlson	13	15	

Court Denies Injunction Against Charles Carson

New Orleans—Judge Hugh Cage of Civil District Court here apparently did not construe recent Supreme Court review as authorizing him to rehear injunction and damage suit of Southern Broadcasting Co. against WJBW owner Charles Carson, and has denied Southern its requested injunctions. Southern's attorney, J. Studebaker Lucas, told RADIO DAILY he would request Supreme Court to institute contempt proceedings.

"Ave Maria" Adds Five Stations

The "Ave Maria Hour," heard on the WMCA-WIP line of the Inter-City Broadcasting System, adds five new stations to its hook-up Sunday. They are WCBM, Baltimore; WOL, Washington; WORK, York, Pa.; WGAL, Lancaster, Pa., and WPRO, Providence.

REEVES STUDIO RADIO TRANSCRIPTIONS

Noiseless Film and Wax Recording

ALL WORK GUARANTEED

1600 Broadway MED. 3-1270 New York

Rival Stations Bury the Hatchet

Rock Island, Ill.—Clair Heyer and Maurice Corken of WHBF and Clark Luther of WOC met at the Hotel Fort Armstrong at Rock Island the other evening and placed their feet under the same table, thereby marking the first time in history that representatives of the two Tri-city (Rock Island, Davenport and Moline) radio stations have gotten together for a friendly confab.

While there has been no outright violence between the two organizations, past competition has been marked by occasional naughty practices and neither station would admit to an advertiser that the other was any good. However, Heyer and Luther were good friends before Heyer joined WHBF and they saw no reason why same should not continue, with a little cooperation that would be mutually beneficial. As a result, both have agreed to check with each other on such as bad accounts, agency recognition, national and local rates and other problems.

A number of interesting stories of the past came to light over the beer. Example: when a prospective advertiser wanted prices from both stations, the salesman who caught him first would remark that spot announcements could be had on the other station for about 50 cents. Then when advertiser called in second salesman he nearly exploded when the price was quoted as \$4 instead of four bits. Advertiser usually thought the latter was trying to get more than regular rates and gave his business to the first man.

Misguided salesmen instead of the managements were usually responsible for such tactics. But now both WOC and WHBF have excellent local billings and, serving a metropolitan population of over 150,000 outside the primary area of other stations, they feel that acting as gentlemen as well as competitors will encourage the use of radio advertising and mean more business on a better basis for both parties.

Rogers Peet Co. Holds Contract With Heatter

The Rogers Peet holds radio rights to Gabriel Heatter was confirmed yesterday by Nat Abramson, head of WOR Artists Bureau, who handles Heatter. Peet has a one-year non-cancellable contract calling for Heatter's exclusive services. A day after Marschall & Pratt announced the WOR-Rogers Peet series, Grove Laboratories (Bromo-Quinine) through NBC released a story stating Heatter had been selected for an NBC-Blue network spot. Misunderstanding seems to revolve around the fact that four months ago Grove was contemplating taking Heatter for a Mutual period. At the same time an order was placed for an NBC spot. When NBC delivered, the network released publicity saying Heatter would be the talent.

Story also had another affect. BBDO had booked John B. Kennedy for Kendall Refining into the quarter-hour preceding the Grove time for a WJZ local spot, but cancelled when story was published that Heatter was placed.

669 Regional News Items On KVOB Within 15 Days

Denver—KVOB claims a new high for number of regional news stories given to listeners. The KVOB News Service chalked up 669 regional items in the first 15 days of July. Harry Hill edits the copy, casting aside any items that might reflect unnecessarily on the character of some unintentionally implicated person. Only top news is used, and KVOB reporters have shown keen ability in digging up stuff.

KVOB used complete UP wire service for out of town news.

Radio Pays Tribute To Senator Marconi

(Continued from Page 1)

works at 1 p.m. today. Yesterday at 2 p.m. NBC broadcast 'round the world tribute via both networks and short wave, with David Sarnoff, RCA president, delivering a eulogy. Other speakers were heard from Rome and Montreal, and additional tributes were paid by Lenox R. Lohr, president of NBC; General J. G. Harbord, RCA chairman, and others.

CBS arranged a special broadcast at 7:45 last night, with additional programs today. WHN, WNEW and WOR-Mutual stations also were among those paying tributes.

Among Marconi's survivors are his widow and a son who is at present working in the RCA plant here.

Funeral services from Bologna will also be aired by NBC.

WNEW is also carrying the 1-2 p.m. funeral services for the late wireless inventor scheduled to be held today.

Standard Brands Time Change

Standard Brands has advanced the time for its NBC-Blue network series which begins Sept. 22 to an 8:30-9 p.m. Program will go coast to coast. Program was originally set for 9 p.m.

Stratosphere Broadcast

A broadcast from the Army's Lockhead flying laboratory some 30,000 feet above the earth will be aired over the NBC-Blue network at 4:45-5 p.m. Friday by NBC's Hollywood special events department. Buddy Twiss will be at the mike in the plane.

First in local accounts
in Chicago

WGES

(In the heart of Chicago)

COMING and GOING

FRED ALLEN and PORTLAND HOFFA return to New York from Maine on Aug. 15 and leave for Hollywood the following day.

The VASS FAMILY leave Aug. 15 for Hollywood where they will broadcast six more shows with Ben Bernie.

EVANS PLUMMER, associate editor of Radio Guide, has been transferred from the publication's Chicago office to Hollywood and leaves Saturday for the Coast.

ARTHUR B. CHURCH, president of Midland Broadcasting Co., operators of KMBC, Kansas City, is in New York on business.

PAUL LOUIS of the Columbia Concerts Corp. is back in town after a month's vacation in Florida.

HELEN JEPSON has arrived on the west coast to make a guest appearance on the Kraft Music Hall tomorrow night.

LES LINDOW, who vacationed out west, and KITTY CONTI, who went to Virginia Beach, returned to their desks at WCAE, Pittsburgh, this week.

AARON HERSHEY, news commentator on WOWO and WGL, Fort Wayne stations, is spending his vacation around the Great Lakes.

LANNY ROSS is en route to Dallas for a two-week engagement at the Pan-American Exposition.

WESLEY M. ANGLE, president of Stromberg Carlson Radio Corp., sails today for Europe aboard the President Harding.

JAN PIERCE returns from Hollywood on Aug. 7 and appears the same evening as guest star on Lucky Strike program.

KAY THOMPSON and JACK JENNY return from Bermuda on Aug. 15.

MAUDE ADLER of WNEW leaves Friday for a two-week vacation in Louisville.

JAMES CARPENTER, manager of WKBB, Dubuque, is in New York.

J. THOMAS LYONS, manager of WCAO, Baltimore, was in town yesterday.

FRANK RAND, CBS-Chicago press head, is in town.

MRS. NORMAN REED, wife of the WPG manager, was in New York yesterday.

Another "Monopoly" Attack

Washington Bureau, RADIO DAILY

Washington—Another attack on radio, charging the usual "monopoly", etc., was launched late Monday by Congressman William D. McFarlane of Texas. He said he would press for action on the pending Connery Resolution for a probe of the industry. McFarlane wants a probe of the entire communications field, including the broadcasting companies, AT&T, and even television.

"Mind Your Manners" on Today

Allen Prescott ("Wifesaver") today starts his new NBC-Red network program, "Mind Your Manners," at 6-6:15 p.m.

HARRY SALTER

CONDUCTS THE

LUCKY STRIKE HIT PARADE

NBC RED NETWORK

WEDNESDAYS: 10 P. M. EDT

NEW PROGRAMS—IDEAS

Telephone Number Tunes

There's always a new idea and Phil Saltman, WPRO, pianist at Providence, had one presented to him last week by Lew Rogers, staff announcer. Phil tried it—and the phone company pleaded for mercy.

Phil announced that he would extemporize tunes created from phone numbers—any one's phone number. The listeners were invited to phone the radio station, give their phone numbers and presto! A new tune!

Here's how it's done. Numbers 1 to 9 are represented by nine consecutive full notes starting at "do." "O" is wild—like deuces in poker. If a listener's phone number is "Dexter 5327," Phil would have to create a regular 32-bar chorus, on the spur of the moment, with the melody featuring 5-3-2-7, or "so-mi-re-ti." Listeners can even pick their own rhythm, waltz, fox-trot, rumba, march, anything they want.

Saltman handles about two phone numbers a minute. It never takes him more than five seconds to figure his tune, and get started.

All WPRO telephone lines were immediately tied up as soon as the request for phone numbers was made, and the dial system of the exchange was properly bawled up as well. Saltman has a Thursday, 5:00 p.m. sustaining period, and is now being groomed for a twice a week commercial spot.

New Man-on-Street Wrinkle

KOIL in Omaha added a new wrinkle to man-on-the-street shows (which they pioneered in Nebraska) several months ago, giving the public a chance to interview as well as be interviewed. Each person stopped gets a chance to ask the announcers one question.

The new sponsor, 7-Up beverage, gives a free bottle to each person on the show, and to the person who is talking when the announcers' alarm clock rings goes a case of 7-Up. Don Kelley and Arthur Faust work the show regularly, but during the last two weeks of July Had Hughes replaces Kelley, who is vacationing in Waterloo, Iowa.

Western Teletype Circuit Extended by Transradio

(Continued from Page 1)

and principal cities feed news directly into the respective circuits.

Transradio's northwestern circuit, running northward from Portland, Ore., has been extended to Vancouver, B. C., and carries teletype service to CJOR.

RALPH KIRBERY

"The Dream Singer"

MANAGEMENT
WILLIAM MORRIS AGENCY
BILL MURRAY

"The Infallible Pair"

Six times a week Wesley Battersea, production manager at KLZ, Denver, and Fritz Mueller, of the commercial department, as stooge, put on a 15-minute program, "The Infallible Pair." Listeners are asked to mail in questions, and any question the pair is unable to answer wins the fan a "triple threat," three bottles of Original Manitou Water. Questions are answered over the air and when they run across one they cannot answer they blow whistles and ring bells and announce the name of the sender. Program is a tremendous mail puller.

Lucky Listeners

"Number, Please" is a new program being presented over WRJN, Racine, Wis., every Tuesday and Friday at 12:45 p.m. During the 15-minute broadcast, a telephone operator in the studio calls a phone number and name over the air. The number and name are picked at random from the phone directory. The party whose number is called is asked to call the program's sponsor within five minutes to receive a cash gift corresponding to the last number of the phone number up to five. If the last number is over five, he receives five dollars.

Old Salt Yarns

Wesley Battersea, KLZ's production manager, has introduced a new program for the Denver kids. Capt. Patrick Tayleur, a bona fide old sea captain, has been spinning yarns of his days before the mast. Tales of far away ports, storms at sea, and all of the stories are his own actual experiences.

Real Life Romances

Real life romances are dramatized on Armand's new program "How I Met My Husband," over WLS, Chicago, at noon Tuesdays and Fridays. Material for programs is drawn from letters from listeners, the ones used bring the writers \$5. Kay Campbell and Harry Eldersvelt play leading parts. Show is written and produced by Eddie Simmons of WGN production staff.

Fanchon & Marco Creates Radio Script Department

(Continued from Page 1)

department was established because agencies insisted that direct rights must be assured on radio scripts before they will look at them, and that his organization will procure absolute rights on numerous works from now on. F. & M. has Al Pearce and Gang, Nick Lucas, and others on the air.

Station Employees Strike

Portsmouth, Ohio—WPAY was off the air yesterday as the result of a walkout by eight men in a strike against the discharge of six fellow workers.

Paul Wagner, chairman of the ARTA, charged that six were fired because of union affiliations.



What station controls the majority of the N. Y. metropolitan audience as the night's heaviest listening begins?

SEE PAGE 4 "YOU CAN HAVE IT!"

What is the outstanding station for the distribution of radio programs to the N. Y. metropolitan area?

SEE PAGE 7 "YOU CAN HAVE IT!"

What N. Y. metropolitan station ranks 1st in signal strength?

SEE PAGE 16 "YOU CAN HAVE IT!"

What's one of radio's pet fallacies?

SEE PAGE 19 "YOU CAN HAVE IT!"

It doesn't matter whether an audience survey ranks your program 1st, 2nd or 3rd. Says who?

SEE PAGE 20 "YOU CAN HAVE IT!"

For one or more copies of "You Can Have It!"... address Sales Promotion Dept., Station WOR, 1440 Broadway, New York, or call PE 6-8383

WOR



ELIZABETH HINES, well known stage actress, has joined the "Helena Trent" cast.

Betty Caine has been added to the "Betty and Bob" cast.

Harriette Widmer, who has appeared with Amos 'n' Andy, is supporting Dorothy Gish and Harold Vermilyea in "Couple Next Door."

Hugh Studebaker, free lance actor, back from vacation in Wisconsin north woods.

Kirby Hawkes, radio director of Blackett-Sample-Hummert, showing Alf Landon around radio studios here. Hawkes was the Landon radio advisor last year.

Radio celebrities making nightly appearances at the Grant Park concert curtain raisers. Eddy Duchin, Mr. and Mrs. Jesse Crawford and Gale Page among those slated this week.

Little Jack Little to open at Trianon on Aug. 14; Ted Weems on Aug. 27.

Lucy Monroe opens at Chicago Theater on Friday.

Charlie Lyon is doing his broadcasts from a wheel chair. Result of accident on tennis court while playing with Lynn Brandt.

Alex Robb, assistant artists service manager at NBC, taken to his home over weekend from Ravenswood hospital to continue recuperation from injuries sustained in train wreck.

Betty Winkler, young star of "Girl Alone," played the part of an old lady in "First Nighter" last Friday. A Broadway producer was on the phone over the weekend wanting to cast her in a similar role in a Broadway production.

Warnow in Tuesday Spot

Mark Warnow's Blue Velvet Show over CBS will take over the Tuesday 8-8:30 p.m. period beginning Aug. 3. Warnow will remain on this hour until the Rinso show resumes late in September. Hollace Shaw, soprano, will remain on the Warnow show as permanent soloist, and guest stars will be used each week. Warnow is also scheduled to take over the CBS "Hit Parade" broadcasts Aug. 14, his second appearance on the show.

AGENCIES

CHARLES DALLAS REACH CO., Newark, has been appointed by Doyle Packing Co. (Strongheart Dog & Cat Foods) to handle its account. A radio campaign is now being planned.

WALTER E. THWING INC., of New York, has been elected to membership in the American Association of Advertising Agencies.

● ● ● Tin Pan Alley will be shocked to learn here that Bing Crosby has cancelled plans to come east for the Saratoga racing season. Seems that the Three Crosby boys expect a Fourth—for bridge!... Ascap will pay their own respects to the memory of George Gershwin via an hour NBC show Aug. 1... Yacht Club boys submitted a script to Myron Kirk at Ruthrauff & Ryan before motoring back to the coast... Hank Garson and Al Lewis, scripters for Bob Hope, will go with Milton Berle when Irving Brecker resigns... Harry Conn will script the Tim & Irene bit for their Vallee turn the 29th... Peg La Centra is no longer with Benny Goodman but back with Art Shaw... Stuff Smith went coastward for a return at the Famous Door... Harry Lewis goes into the Wilshire Bowl next month... Paul Sabin has been renewed at the La Salle in Chi... Josef Zatur gets the Biltmore spot... Mike Riley is at the New Penn Club in Pittsburgh... Lee Sims and Ilomay Bailey's departure for the other side was brought on by a 26-week transcription contract for an Erwin-Wasey show called "Musical Moods" which will be sponsored by Fairy Soap!

● ● ● Mark Schrieber, KVOD, Denver, sportslinger, had a narrow escape last Wednesday evening while he was describing the midget auto races in Denver... One of the racing drivers, roaring around the one-fifth mile track at about 65 m.p.h., lost control of his tiny machine and it nosed into the grandstand within a few feet from where Mark was standing... Neither Schrieber nor the driver was injured... A humorous angle entered into the accident when a gate next to where the car crashed into the fence opened by the impact and displayed this sign: "No Admittance"!... Powers Gouraud and Mac Parker are having a battle of wits via their commercial chats on WCAU, Philly. Parker is on first, thereby putting Powers on the spot to answer the directed puns... However, the worm turns this week, when Gouraud is on twice—and Parker is vacationing!

● ● ● Beatrice Lillie fades on Broadway Merry-Go-Round tonite—but the show remains for one more week. Next week's format will be a la "Manhattan Merry-Go-Round" starring Rachel Carlay, Oliver Smith and the Men About Town... Witmark is going thru a house-cleaning process with reorganization and Harold Lee coming in from Chi to head th New York office... Benny Meroff's first eastern appearance will be at Manhattan Beach on Aug. 22, followed a week later with the Loew's State Theater... Barry Wood is using the nom de transcriptions of Jerry Cooper on the new Drene series—"Jack Randolph"... Benny Gaines won't use "names" for his Boston "Mayfair" until Sept. 15... Edythe Wright, Tommy Dorsey's vocalist, is being screen-tested by Warners—but she'll have to whiten her tan!... Bunny Berigan may go into that Ted Lewis flicker for Republic... Attention Buddy Clark: Your pal, Eddie Wolpin, doesn't speak with a columnist because he felt the writer did you an injustice... That's friendship—and you aren't a major plug, either!

● ● ● Phyllis Ormsby, star of the WJAY, Cleveland, Barn Dance, is being mistaken for Lupe Velez, who also is appearing at Great Lakes Exposition... The other day a fan came up to Phyllis and asked for her autograph with the singer inquiring why her name was desired. "Oh, come on—you movie stars are all alike. Please write your name here, Miss Velez"... Phyllis admitted her real tag but the fan insisted that it was a phoney... By this time a large crowd was attracted by the scene and more demands were for Lupe's signature... Phyllis was scared to sign the books under the tag of the movie star, fearing legal entanglements as an imposter, so she fled to Winterland with the crowd at her heels... At the gate a friend admitted her—and the mob went no further.

FREDDY LIGHTNER will make a fourth consecutive appearance on the Jell-O summer show starring Jane Froman. The comedian will be assisted by his partner, Rosella McQueen.

Ian Keith will be with Claude Rains, Raymond Massey, Reginald Denny and Walter Abel in the CBS presentation of "Julius Caesar" next Monday night. Conway Tearle again will be narrator.

Bing Crosby, something of a celebrity himself, will go a-hunting celebrities for two broadcasts of interviews that he will conduct from the paddock and stand of his new million-dollar Del Mar Race Track near San Diego on July 23 and 30 over the NBC-Blue Network. Kenneth Carpenter, NBC announcer, will assist the singing star, turned sports announcer, in introducing the celebrities.

Charles Vanda, CBS program director, off to Del Monte and San Francisco on the annual vacation.

Werner Janssen, conducting his first symphony organization on the West Coast at the Hollywood Bowl, devoted the entire evening to compositions of Sibelius, friend and great admirer of the young musical genius.

KHJ now remotes Paris Inn orchestra and vocal waiters between 1:30 and 2 p.m. and 11:30 to midnite, daily except Sunday. Formerly heard over KNX.

Ascap Propaganda Campaign

Active propaganda material for consumption of sheet music buyers is now in the works, with Ascap receiving permission from leading music publishers to supply layouts for back covers of piano copies. One of the back cover series is a piece by E. C. Mills, entitled "What Is Ascap?" and explains in detail the origin of the society, its aims and efforts to maintain a protective organization for authors and composers who produce successful music and its care of the indigent. Radio also comes in for a mention in its use of music.

Subsequent back covers will have authorized reproductions of editorials by columnists such as Winchell, Pegler and others. Warner Bros. subsidiary music houses were the first to agree to the proposition.

Star Radio Adds 10 Stations

Star Radio Programs Inc. in the past week has added ten new stations to its list of subscribers, among which is KTKC, the new station in Visalia, Cal. New commercial subscribers are WTAQ, KLO, KICA, WSAU, WJMS, KTKC, KOOS, and WELL. Stations just signed for the "Morning Bulletin Board" are CKX, Brandon, Manitoba, and KFXM, San Bernadino, Cal. KFXM is the third Don Lee System station to sign for the "Bulletin Board."

ORCHESTRAS MUSIC

WINDING up their record-smashing trek around the country, Kay Kyser and his "Surprise Party" crew swing back to the Windy City for some rare jammin' and jazzin' on Sunday at from 10-10:30 p.m. EDST over the coast-to-coast Mutual network. Virginia Sims, Harry Babbitt, Sully Mason and Merwyn "Ish Kabibble" Bogue head Kyser's supporting cast of tunesters.

Paul Titus, former piano accompanist at the old WLIT studios, Philadelphia, is leading his own band at the Villa Roma, in Camden, N. J.

Paul Metcalf of the WHAT staff, tried his hand at Tin Pan Alley, giving out "Gardenias, Champagne and You." Ditty will be premiered over the Philly station.

John Fielder and his orchestra are now spotted over WOAI, San Antonio, for a weekly half-hour on Sunday afternoon.

Buddy Hancock and his dance orchestra are doing a series of 15-minute Wednesday afternoon programs over WOAI.

A daily quarter-hour swing session to which all local musicians and entertainers are invited has been inaugurated by WHB, Kansas City. Show has been featuring the Three Giants of Swing, Chicago night club entertainers.

CBS Listener Survey For October Release

(Continued from Page 1)
all the data now in hand and is compiling the material. A special rush-study is now being prepared on WEEL, Boston, which recently inaugurated a new 1,000 watt transmitter.

"Quakertown Varieties" on WMCA

"Quakertown Varieties," originating at WIP, Philadelphia, and featuring Allan Kearney, emcee, with vocals by Frances Cooper and Charles Hogg, will be heard on WMCA this Saturday. Also to be starred in the 45-minute show are the "Fireside Boys" and Carl Tanberg, whistler. The artists will be accompanied by Clarence Fuhrman and his Orchestra.

Rudy Vallee for Chicago

Chicago—Rudy Vallee's orchestra plays the Chicago Theater the week of Aug. 20. His radio show Aug. 26 will originate here.

RADIO PERSONALITIES

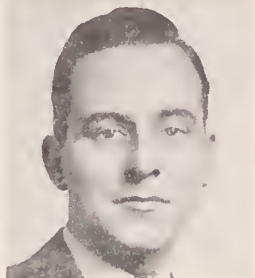
No. 52 in the Series of Who's Who in the Industry

JOHAN F. PATT, vice-president and general manager of WGAR Broadcasting Co. in Cleveland is one of radio's youngest executives. Still, he is a 15-year man in the industry, having broken into the business at WDAF, Kansas City.

Kansas University had John Patt on its commencement roll back in 1926. He worked as reporter on the Kansas City Star between 1922 and 1926; was manager of the university station KFKU at Lawrence, Kas., from '24 to '26, and then moved to Detroit where he spent four years, moving from announcer to assistant manager. On Dec. 15, 1930, Patt came to Cleveland to open WGAR.

Throughout the industry, the name John Patt has come to stand for radio merchandising, exploitation and showmanship. WGAR's use of billboards, car cards, taxi tire covers, unusual direct mail and trade paper advertising has made for it a front rank place in the nation's newest advertising medium. Patt is an independent-station pioneer in the "shorter hours-larger pay" move. On July 1, WGAR went on a complete five-day week. He believes in a policy whereby the employee shares in the station's financial success and the system works two ways—because WGAR consistently leads the Cleveland radio parade in dollar volume and largest amount of local time sold.

John Patt finds time aside from broadcasting to act as president of the Ohio Association of Broadcasters, president of the Kansas University Cleveland Alumni, director of the Cleveland Rotary and Cleveland Advertising Clubs, member of the Cleveland Chamber of Commerce, Director of the National Association of Broadcasters, vice-president of KMPC (Beverly Hills)—as well as retaining membership in various business, social and country clubs.



Live wire, aggressive
— and handsome....

PHILADELPHIA

Ethyl Felt, new director of women's programs at WCAU, leaves Saturday for a fortnight at Thousand Islands before taking up new duties.

Ray Duffy, former WPEN program director, has returned to the orchestra field, conducting the music at Hotel Darling, Wilmington, Del., remoting via WDEL. Horace Hustler, former WPEN organist, plays an electric organ with the Duffy band.

Johnny Coombe, radio columnist for the Main Line Daily Times and associated weeklies, will become director of public relations at WTEL.

David Berk joins the sales staff at WDAS this week. Marks his initial position in the radio field.

WFIL's sports period remains commercial for another 13 weeks, B. B. D. & O. renewing the account for Brown & Williamson Tobacco Co. Hal Simonds handles the daily 15-minute show. Another sport show to be carried on is the WDAS descriptions of wrestling matches.

Bobbie Berland doing a piano rambling stint at WHAT on Tuesdays and Saturdays, using her original "Light in Your Window" for a theme song.

George Thomas, recent addition to WCAU announcing staff, was given a surprise boat trip by members of the staff of WHAT, where he first entered radio.

Horace Fehyl pinch-hit for announcer Mort Lawrence while latter vacationed in Atlantic City.

Rosalind Stewart and Ray Stotter, newcoming vocalists to the KYW artists staff, will alternate Mondays and Fridays on a new series, femme piano twosome of Carlile and London accompanying.

DETROIT

A mobile unit of WWJ, The Detroit News, and the News plane, "The Early Bird," collaborated in following the annual 240-mile sailing race from Port Huron to Mackinac Island this past weekend. The start of the race Saturday was broadcast by both outlets.

After stringing thousands of feet of wire around the Arbor Hills Country Club course at Jackson, Mich., WIBM of that city followed play closely during the two days of the tournament last week. Station's ace announcer, Bill Cizek, handled the broadcasts, assisted by Willie Dunn and Hal Hubert. Engineer Walter Johnson laid the groundwork for the broadcasting.

COLUMBUS

Fred Sample of WHKC continuity department is vacationing on Lake Erie.

Don and Naomi Burrows, WBNS, also vacationing.

Ed. Bronson, WCOL program director, recently pinch-hit for Wally Link on his 7:15 a.m. news broadcast. This was his first opportunity in some time of talking into a mike—and the first time in years that he was up that early!

Irvin Scheibeck, Columbus Dispatch sports writer, debuts commercially this week with a five-day stint over WCOL under sponsorship of Kellogg.

★ F. C. C. ★ ACTIVITIES

EXAMINERS' RECOMMENDATIONS
General Electric Co., Belmont, Cal. CP for new International broadcast station. 9530 and 15330 kc., 20 KW., unlimited, be granted.

WLB, Minneapolis. CP for change in frequency, power and hours of operation to 760 kc., 5 KW., share time with WCAL, be granted.

WCAL, Northfield, Minn. CP for change in frequency, power and hours of operation to 760 kc., 5 KW., share time with WLB, be granted.

WTCN, Minneapolis. Mod. of license to change hours of operation to unlimited, 1250 kc., 1 KW., 5 KW. LS., be granted.

KDKA Is Building Up Local Program Status

(Continued from Page 1)

station. To this end, contracts are being given to a number of the best singers and musicians, who will be exclusive sustaining artists of KDKA; talent will be given opportunity for commercial contracts, also brought to the attention of NBC as network possibilities when the occasion warrants, and the regular station staff is being increased to 41 members by making full-time employes of several artists.

Among those signed to exclusive contracts are Dorothy Bushey, Freda Lazier, Madelyn Ward, Pat Haley and Bill Gibson, as well as most of the orchestra members headed by Umberto and Alfred Egizi, and Harry Azinsky, concertmeister. Artists transferred to the regular staff are Aneurin Bodycombe, Adelaide Lasner, Sammy Fuller and George Heid.

Roy Baldwin, added as page or guide, already has conducted as many as 22 parties of visitors totaling 368 persons through the studios in a single day.

Amplifier for WNOX

Knoxville—WNOX, Scripps-Howard Radio, Inc., has installed new Western Electric program amplifier, one of first stations in country to start using it. Amplifier has effect of doubling power.

Shep Fields for Film

Shep Fields, currently heard on the Woodbury "Rippling Rhythm Revue," and who will open at the Paramount Theater on Aug. 25 with Jane Pickens as vocalist, leaves in September for Hollywood to make a picture.

Newspaper Co-operation

WDNC, Durham, N. C. is using tie-in with Durham Sun and Morning Herald for articles on station staff personnel.

CRAIG & HOLLINGBERRY

Incorporated

Radio Station Representatives

New York
Jacksonville

Chicago
Detroit

CLYDE BARRIE

CBS

Thursday

6:15 P. M.

GUEST-ING

MADELEINE CARROLL and NEILA GOODELLE, on "Sunday Night Party," July 25 (NBC-Red, 10 p.m.)

BILLY DE BECK, cartoonist, interviewed by Chuck Thorndike on "Man Behind the Cartoon," tonight (WINS, 8:30 p.m.)

MIDGE WILLIAMS, JOEY NASH, FOUR KIDOODLERS, and VIRGINIA ARNOLD and CAROLYN GRAY, pianists, on "Summer Town Hall Tonight," July 28 (NBC-Red, 9 p.m.)

FRED MacMURRAY and IDA LUPINO in scenes from the film "Exclusive," on "Hollywood Hotel," July 23 (CBS, 9 p.m.)

JOAN EDWARDS, with Harry Von Zell on Gulf Oil program, Aug. 29 (CBS, 7:30 p.m.)

FLORENCE EASTON, EFREM ZIMBALIST and TEX O'ROURKE, on "Magic Key of RCA," with Jean Sablon, July 25 (NBC-Blue, 2 p.m.)

HOLLACE SHAW, on "Hammerstein Music Hall," Aug. 27 (CBS, 8 p.m.)

CONRAD THIBAULT, on "Hit Parade," July 24 (CBS, 10 p.m.)

UNCLE DON, interviewed by Jack Eigen, July 26 (WHN, 9:15 p.m.)

Talent for Grant Disks

Leonard Joy's orchestra, Jean Ellington, "Whispering" Jack Smith and Allen Prescott, signed through NBC Artists Service, make up the talent for the 39-week ET series being launched Sept. 6 by W. T. Grant Stores on 20 stations. N. W. Ayer is agency.

Join WMCA's "Serenade"

Harriet Brent, blues singer, and the Stardust Boys, rhythm quartet, have been added to the cast of "Rhythm Serenade" WMCA's weekly variety feature broadcast every Thursday at 8:30 p.m. Accompanied by Carl Fenton and his orchestra, other performers include: Tempo King, swinger, and Libby Hall, rhythm singer. Production is under the supervision of Jack Coombs, assistant program director of WMCA.

ONE MINUTE INTERVIEW

ABE LYMAN

"I am glad to hear so many popular orchestra leaders speaking and joking on the air. By giving us lads a radio voice, radio affords the listening public a chance to know us personally, instead of just our music. By making a human being out of a hithertofore silent maestro, radio has done much to further the personal success of many of us. The fan likes to have some oral contact with the man whose music he likes."



PROMOTION



KDAL's Vox Pop Stunt

KDAL's vox popper, on which tourists visiting Duluth and the Arrowhead country are interviewed, is given a novel twist. Occasional interviews are recorded in the studio and the disk is presented the lucky tourist as a souvenir of the occasion. Stunt is aired from lobby of Hotel Duluth, where offices of the Minnesota Arrowhead association are located, in "man-on-the-street" fashion. Stunt gives KDAL shot at publicity breaks throughout country, as feature stories on the airing and recording stunt are sent to the visitors' home papers. The semi-weekly programs are varied occasionally as mike-man gives tourists a chance to turn questioner.

Remington Rand Cruise Party

Remington Rand Inc. will take 1,500 radio listeners on a guest cruise to Keansburg Beach, N. J., next Saturday. Program listeners merely had to write 50 words or less on "Why I Need a Remington Noiseless Portable Typewriter".

Two tickets were mailed to each person who wrote a letter. Announcements were made on Transradio News programs on WOR and on "Five Star Final" show on WMCA. The 1,500 being entertained does not comprise the full list of letter writers and arrangements are being made to take the overflow on another cruise later on. Jerry Hughes of Remington Rand handling the details of the cruise.

WOAI's News Features

WOAI, San Antonio, has issued a 24-page promotional booklet titled "News," profusely illustrated with candid photos, depicting the activities and coverage of station newscasts and features with news angle.

A section is devoted to mail received, and another to testimonial letters and other remarks of sponsors. Also included is a list of advertisers using newscasts, and examples of results obtained.

Bard on Arizona Plains

With the CBS Shakespearean Cycle penetrating the hinterlands of Ari-

Community Advertising Clicks

Long Beach, Cal.—Proof of the value of general community advertising which plugs a city as a whole for the benefit of the individuals without mention of any particular enterprise is found in the KFOX program, "San Pedro Marches On," which has passed its twentieth bi-weekly broadcast. Originally scheduled as an experiment by San Pedro Chamber of Commerce, the program was found to be such an excellent prestige and good-will builder that the presentations will be continued indefinitely. Program narrates historical and commercial data of San Pedro and presents music of nationally famous artists.

zona, KOY in Phoenix is resorting to newspaper stories, posters and daily spots on the air to familiarize natives with the classic series.

The extensive publicity campaign includes a valuable tie-in with local libraries and book stores. A handy book mark is issued with every tome borrowed. Each marker is printed with date and time information of forthcoming CBS Cycle plays over KOY.

Vacations for Poor Kids

WIP, Philadelphia, is promoting good will in providing vacations for poor children. Ben Gimbel, WIP prexy, thought there were quite a few families that had summer homes and who could take a child or two from an impoverished family for a week's vacation. Carolyn Ann Cross, WIP's directress of the Homemaker's Club, incorporated the idea on her program. The response was immediate and the first week finds 30 youngsters off to the seashore, made possible by WIP.

Picnic Stunt

Second annual effort of KLZ in sponsoring a family picnic at Lakeside amusement park in Denver was unusually successful. Affair was promoted by means of announcements over the air, telling listeners they could secure scrip from KLZ retail advertisers. About 30,000 visited the stores asking for Lakeside tickets, and the park was packed on the day of the outing.

WLS Vacation Piece

A "prescription for that vacation lull" is being mailed to advertisers by Burrige D. Butler of WLS, the Prairie Farmer station, Chicago. The folder shows how The Prairie Farmer, of which Butler is publisher, and WLS, the station affiliated with it, provide a double punch for flattening sales resistance.

KWK Gossip Column

KWK, St. Louis, is distributing a weekly "Radio Gossip" column to nine daily and weekly publications in St. Louis County, Illinois and Missouri. The column is written by John Conrad of the KWK staff.

LOUISVILLE

New series of travel dialogues will be inaugurated from University of Kentucky radio studios of WHAS, at Lexington, tomorrow. Seven weekly programs will comprise the series, titled "Answer Me This."

Rosalind Brown, musical director of WGRC, New Albany, Ind., is the mother of baby girl. Dad is sax player in Johnny Burkarth's ork.

WAVE sporting new bright red truck, housing station's mobile unit. John Starks, technician and announcer, is in charge.

New \$30,000 Kilgen organ being installed for WHAS. Herbie Koch, staff organist, supervising installation.

Coming Events

July 26-29: National Association of Music Merchants convention and trade exhibit at the Hotel New Yorker, New York.

Aug. 2: Semi-annual meeting of the American Radio Telegraphers Association, New York.

Aug. 4-5: Stewart-Warner Corp. distributors' convention, Edgewater Beach, Chicago.

Aug. 23: Credit Retailers' Ass'n of America annual convention, Hotel New Yorker, New York.

Oct. 21-22: American Ass'n of Advertising Agencies Pacific Coast Convention, Hotel Del Monte, Del Monte, Cal.

Nov. 26: Inter-American Radio Conference, Havana.

Dec. 8-12: Eighth Annual International Radio Club Party, Havana.

Feb. 1, 1938: International Telecommunications Conference, arrangements being made by General Manager of Egyptian State Railways, Telegraphs & Telephones, Cairo, Egypt.

April 4-14, 1938: World Radio Convention under auspices of Institution of Radio Engineers (Australia), Sydney, Australia.

Players for "Miserables"

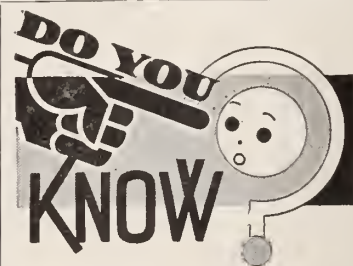
Cast lined up by Orson Welles for his "projection" of "Les Miserables" in seven episodes starting Friday at 10-10:30 p.m. over WOR-Mutual includes Whitford Kane, Martin Gabel, Will Geer, Ray Collins, Frank Readick and Alice Frost. Welles also will appear in a role.

WATL Changes

Atlanta—John Hughes has joined the WATL announcing staff headed by Dick Pyron, who also takes on the duties of production manager. Ken Keese, after a year as musical director, assumes new capacity of program director. He is the brother of Alex Keese, regional sales manager of WFAA, Dallas.

Francia White Signed

Francia White, soprano, has been signed for four guest star appearances on Du Pont's "Cavalcade of Music," Aug. 4, 11, 18 and 25 at 8-8:30 p.m. over CBS. Batten, Barton, Durstine & Osborn is the agency.



Louise Massey of the "Westerners" was once kidnapped and held for ransom by a band of Mexican bandits?

★ Program Reviews ★

Shakespeare

Both the CBS presentation of "Much Ado About Nothing" and NBC's "Twelfth Night" last Monday night were entertaining affairs. Being on the comedy side, the plays were more palatable than the heavy stuff that preceded them in the current Shakespearean cycle. In addition, each production boasted an unusual array of star names in its cast.

"Much Ado" was particularly fortunate in having Leslie Howard and Rosalind Russell as its stars, with Conway Tearle again officiating as narrator.

John Barrymore in "Twelfth Night" surrounded by Elaine Barrie, Alan Dinehart, Spring Byington, Miles Mander, Hans Conried, Erin O'Brien-Moore, George E. Stone, John Fee and others. A surprise in this production was the excellent reading given by Dinehart, who held the ears of listeners with his clear and facile handling of the Shakespearean lines. Barrymore suffered a little by shouldering two roles again.

"The Little Show"

The only "live talent" participation program on Boston airwaves is "The Little Show" heard twice each week day on WBZ-WBZA at 12 noon and again at 6 p.m. Programs are headed by Rakov and his orchestra, one of the better local radio bands, playing pleasing arrangements of current popular dance hits. Top vocal honors go to the Happy Sisters, Olive, Muriel and Estelle (their real name is Happy, too) a trio which handles its assignments in a manner most pleasing to the ear. Tony Russell, baritone, does the romantic type of ballad.

Show also serves as an outlet for guest star appearances by visiting talent, and as a means by NBC for plugging its services, such as the current Shakespearean series. Revenue is derived from participation announcements.

"Let's Visit"

New departure on the "Let's Visit" program, presently under the wing of the WOR-Mutual special events department, had Jerry Danzig doing one part of the show on the Coast and Dave Driscoll coming in from New York last Monday night. Un-rehearsed show, which brings the mike from door to door for impromptu talks of the local denizens, opened in New York with Driscoll visiting at the Hotel Elysee, where Leonard and June Sillman were interviewed by Driscoll. Danzig then picked it

up on the Coast in the home of the movie actress Anita Louise, who made interesting conversation. George Fischer also was in on it.

Switching back to New York, Driscoll called on Mrs. William Anthony McGuire, wife of the playwright, and also on Dr. Dolph Martin, a medico whose career is really music. Broadening out of the program reveals it potential possibilities for a national sponsor, and reveals that the basic idea can be smoothly worked out not only in a New York apartment or hotel, but, in fact, anywhere.

WNEW Earthquake Special

Special events department of WNEW directed by Larry Nixon displayed some ingenuity yesterday afternoon in staging a broadcast dealing with the baby earthquake felt on Long Island early this week. Father J. Joseph Lynch, S. J., director of the Fordham University seismic station, was brought to the mike for a comprehensive interview conducted by Richard Brooks. Father Lynch gave some very interesting information, and, what probably was more important to most listeners, he gave definite assurance that New Yorkers need have no fear of a real earthquake.

"Good Morning Revue"

Robert Rounseville, who is appearing in the current Broadway musical comedy, "Babes in Arms", displayed a pleasing tenor voice in WOV's daily "Good Morning Revue" at 11 a.m. yesterday. He sang a trio of numbers, doing particularly well with "Where or When" and "I Know Now."

Blackett-Sample-Hummert's Own Recording Studios

(Continued from Page 1)
all other agencies in number of daytime scripters, uses both RCA and World regularly for its work, but plans to do a little of the work itself in the future. New studios will be ready about Sept. 15.

"Jr. G-Men" Guest Producer

Roland Dawson, program director of WOL, will be the second guest producer of Donald Peterson on "Junior G-Men" over WOR. He will officiate on the Aug. 13 program. Dawson started his radio career with BBC in England. Since hearing the "Junior G-Men" programs, he has become interested in organizing similar groups down south and expects to spend a week in New York gathering information about the program.

Stewart Sisters at KYW

Philadelphia—The Stewart Sisters, heard for the past two years on Rudy Vallee's program, are now airing daily at 6:35 p.m. from KYW. Both Judy and Julie are here for an indefinite stay.

... Radio's own daily newspaper modestly presents a series of 100 unsolicited testimonials as to what Radioland thinks of RADIO DAILY.

TOM MOORE ENTERPRISES

"... I don't know what I would do without RADIO DAILY. It is just about my business 'Bible' as to radio news."

Tom Moore

LANGLOIS & WENTWORTH

"... Your publication is newsy, timely and presented in an interesting and readable style. You have supplied a need that has existed since radio got out of its swaddling clothes."

Ralph C. Wentworth

KOL

"... In RADIO DAILY you have taken your information, presented in an extremely interesting and readable manner and have published it in just the right size for convenience. In brief, and from one who has to read every source of radio information,—congratulations!"

Constance Stevenson

Publicity.

... RADIO DAILY is six months old. It is growing fast. It already has the confidence of a great progressive industry. Watch RADIO DAILY.

"Wheaties Champions of Harmony"

KAY & BUDDY ARNOLD

Sponsored by General Mills

WMCA

2:30-5:30 Daily

9 MORE COMMERCIALS ARE SIGNED FOR FALL

(Continued from Page 1)

of 5,000 listeners in six key cities to ascertain whether listeners would prefer to listen to Jack Benny or Jeanette MacDonald if they broadcast simultaneously. Final figure revealed a ratio of 53 to 47 in favor of Benny, which was very close. Benny has a late repeat for some of his stations in the west, whereas the Vick show does not. Vick has also signed for a CBS daytime series. Tony Wons, long absent from the air, will return Oct. 4 for a 10:30-10:45 a.m. series, Monday, Wednesday and Friday. Morse International Inc. has the account.

Coca Cola has taken the 10-10:45 p.m. niche on Fridays for a coast to coast network. Program will begin during the month of September. Talent has not been selected as yet, but understood it will be a musical variety show. D'Arcy Advertising Co., St. Louis, is the agency.

Chevrolet returns to its 91 station CBS network on Sept. 26, 6:30-7 p.m. Talent not certain, but most likely Rubinoff will be set. Campbell-Ewald Co., Detroit, has this account.

Joe Penner series for Cocomalt returns Oct. 3 over 45 stations, 6-6:30 p.m. Ruthrauff & Ryan Inc. is the agency.

Mutual has Hecker signed with Jean Paul King, commentator, Myra Kingsley, astrologist, and guest stars. Series to begin Sept. 7, Mondays through Fridays, 11:45 a.m. to 12 noon, with repeat at 1:45 p.m. Fourteen stations are in the hookup (WOR, WABY, WSAY, WSYR, WKBW, WBNF, WKBO, WAAB, WEAN, WICC, WSPR, WTHT, WRDO, WLBZ). Repeat goes to WGAR and the Don Lee network. Erwin, Wasey & Co. placed account.

Lutheran Hour takes 29 stations (WAAB, WINS, WISN, WSAI, WJAY, KWK, WSM, KSTP, KSO, WMT, WBAL, KFAB, WCAE, WRVA, WIRE, WHKC, WRR, KTAT, WGR and Don Lee) for a Sunday series, 1-1:30 p.m., beginning Oct. 24. After Dec. 5 show changes to 4-4:30 p.m.

Campbell Cereal (Malt-O-Meal) takes WGN and CKLW. Schedule to be set.

Delaware & Lackawanna (Blue Coal) on Sept. 26 at 4:30-5 p.m. starts "The Shadow" on WNAC, WTIC, WEAN and WTAG and repeats for WOR, WBAL, WOL, WGN, WGR and CKL at 5:30 p.m. Ruth-

☆ Coast-to-Coast ☆

LEWIS TITTERTON, manager of the NBC script division, will give the third in a series of talks on the technique of writing a radio play on July 29 during the National Farm and Home Hour over the NBC-Blue network at 1:30-2:30 p.m. A portion of a radio play will be given by a cast of professional actors in the NBC Radio City studios, with Titterton commenting on the structure of the play.

At the recent dedication of the new Miner Sanitarium at Alberg, Vt., WMFF of Plattsburg, N. Y., was on hand to give a vivid description of the proceedings as well as the actual speeches of the day. In spite of the inclusion of the Lieut. Governor of Vermont and the mayor of the largest city in that state on the list of speakers, the New York State station covered the program exclusively, although it fed the ceremonies to one Vermont station, WDEV, Waterbury.

Lee Authier's "What's Your Guess?" contest over WSPR, Springfield, Mass., has set an all time high for mail.

Irma Serra, diminutive song stylist, airing over WSPR, Springfield, Mass., will be given an air audition by NBC in September.

Coleman Cox, known from coast to coast as "The Kindly Philosopher" and one of America's popular speakers, who now airs a 15-minute program Monday, Wednesday and Friday from the studios of KSFO, CBS station in San Francisco, has numbered among his most intimate friends such celebrities as Thomas A. Edison, Henry Ford, Calvin Coolidge and outstanding personages in every walk of life. Program is announced by Arthur Van Horn, who recently joined the staff of KSFO.

Edward J. Lush, former New Haven WBRY and WELI announcer, has become a benedict, the lucky lady being Joy Remer, former songstress with the Worthy Hills orchestra at

rauff & Ryan has the account.

Journal of Living with Dr. Victor H. Lindlahr on Sept. 13 expands to a larger network using WOR, WAAB and WEAN on Monday, Wednesday and Friday, 12 noon to 12:30 p.m. On Tuesday, Thursday and Saturday, 9:30-10 a.m., WGN, CKLW, WCAE and WHK carry the program.

Varady of Vienna returns on Sept. 26, 1:30-2 p.m. with Ted Weems and his orchestra on 11 stations (WBAL, WOL, WGR, KWK, WCAE, WHKC, WSAI, CKLW, WHK, WGN and WOR).

MBS at present is also dickering with Standard Oil of Indiana for sponsorship of Chicago pro football games. Network would extend from Detroit to Denver if deal is consummated.

Pavilion Royale, Savin Rock. Lush is now ad writer for Carrier Air Conditioning Corp.

Malcolm Parker, New Haven WICC manager, plays the rustic cowboy in the Chapel Players' "Boy Meets Girl" presentation this week in Guilford.

Sylvia Henderson, pianist from Georgetown, S. C., who has studied in New York and Chicago, and has given recitals throughout the South, will be heard on three successive Wednesdays, 8-8:15 p.m., on WBAL, Baltimore. Her first program will be heard tonight.

KSL, Salt Lake City: Chosen alternate delegate, W. E. Featherstone attends International Lions Conclave in Chicago, July 25... Tommy Axelsen back to duty after three week lay-up due to operation... Albert J. Southwick, program director, and Annabel Lee returning from vacations... Dick Evans, Wally Sandack and Louise Hill Howe about to leave. ...Married: Stan Reese to Helen Gaddie.

KFOX, Long Beach, Cal.: Foster Rucker, production manager, and Frank Goss, announcer, will work in August presentation of Donald Ogden Stewart's "Rebound" put on by Long Beach Players Guild; Rucker will direct, Goss will portray leading role. ...Alice De La Vergne, actress, is resting at Laguna Beach, to prepare for fresh assault on her leading roles in "It Happens in Every Family" and "Hal Nichols and His School Kids."

WISN, Milwaukee: Rev. Richard E. Evans, long identified with Sunday Morning Breakfast Club leaves town to take position with eastern publishing company... Neil Searles, now production manager, returns to the Early Riser's club, which he conducted for three years, to pinch hit for present announcer, Milton Brandl, on vacation.

Alka Seltzer Readying New Series of Disks

(Continued from Page 1)

under another name, with a different guest comedy act each week. Already signed are Johnny Burke, Hildegard Halliday and Henry Burbig.

Alka Seltzer now has "National Barn Dance" Saturdays on NBC-Blue, plus Uncle Ezra, Monday-Wednesday-Friday on NBC. New series is spotted Tuesday, Thursday and Sunday except in Chicago, where "Dick and Harry" are used on WGN on these days. Stock recordings being used on dozen stations until new series is available. World Broadcasting System is waxing.

NBC DICKERING TO AIR NEXT 3 LOUIS FIGHTS

(Continued from Page 1)

the money was placed on the line the next fight was to be the Schmeling-Louis bout. As it now stands, the Farr-Louis fight is next, but contract still holds.

CBS, because of the apparent NBC monopoly, has made no effort to sign any of the fights. Whether Buick will sponsor next month's fight is uncertain. Charles Gannon, head of radio for Arthur Kudner, Buick's agents, said he knew nothing about Buick signing for the Louis-Farr rights. NBC sales department is now endeavoring to sell all three fights to a sponsor.

Ascap-AFM Decision Expected in 10 Days

(Continued from Page 1)

what type of affiliation would be best suited for all concerned.

Mills and Weber discussed the possibility of Ascap becoming affiliated with the AFL and taking out a charter as a separate group on its own. Also whether Ascap should form a strong working agreement with the musicians' union and set up a concordate whereby each will aid the cause of the other, both in offensive and defensive measures.

Ascap board which met yesterday afternoon to talk with Mills did so as individual members and not as a regular board meeting. Members who attended approved any affiliation which the administrative committee proposed as beneficial to Ascap.

While an Ascap official admitted that the recent anti-Ascap legislation was more or less responsible for driving the society into the ranks of organized labor affiliation, no comment was forthcoming to the query; "Will Ascap give up the proposed AFM affiliation if radio has its anti-legislation rescinded?" Understood that one Ascap official had intimated that a position was possible.

Television Institute Is Set Up by Soviets

(Continued from Page 1)

lens disk of 120 lines, or 19,200 elements.

Russia now has 3,500,000 radio receiving sets, the average set consisting of four tubes and selling for \$45. There are 400 amateur sets licensed in the same territory. The All-Union Radio Committee, a group similar to the FCC, completely controls all Soviet radio.

1	9	3	7
4	5	6	8
10	11	12	13
14	15	16	17
18	19	20	21
22	23	24	25
26	27	28	29
30	31	32	33

Greetings from Radio Daily

July 21

Elsie Hitz

Allyn Joslyn

BILL ELLSWORTH
RADIO TALENT

75 E. WACKER DRIVE
CHICAGO, ILL.



RADIO DAILY

Serving the Better Interests of Commercial Radio and Television



VOL. 2, NO. 15

NEW YORK, N. Y., THURSDAY, JULY 22, 1937

FIVE CENTS

New High in ET Shows

Looking On ... AND LISTENING IN

MONOPOLY Years back, when there was only one national radio network, it was charged with being a monopoly.

Then a second network came into the field, and the two of them were accused of having a monopoly.

Now there are three national chains, and the monopoly charge is expanded to include the three competitors.

The term monopoly, it appears, means having something that somebody else hasn't got.

Or that somebody else covets or fears or just dislikes.

Makes no difference if you own it, or how hard you worked to build it into something, or how well satisfied the general public is with your administration of it, or the vast amount of good that it is doing—if it's a specially good thing, you're a "monopoly" and you must be investigated, besmirched and persecuted.

Principal source of "monopoly" charges is Washington.

When a congressman wants a little publicity, he can be pretty sure of fetching it by picking some big industry and charging it with anything or everything from monopoly to mayhem.

Radio and movies are the preferred targets because they have more "glamor" for newspaper headlines.

But the probe-minded solons overlook their own little monopoly.

It is a monopoly on the privilege of sitting on Capitol Hill and introducing more silly bills than sensible ones, indulging in oratorical nonsense and making faces at each other like schoolboys—at the expense of taxpayers.

And there is the Congressional Record to prove it.

In Uniform

Kansas City, Kas. — Uniform sport coats, made of pool-table green felt, with the KCKN call letters and the frequency numbers prominently displayed on the back, are now being worn by the KCKN special events announcers, including Ralph Nelson, Randall Jessee and Karl Willis.

LOTTRIDGE IS APPOINTED OKLA. NETWORK MANAGER

Oklahoma City — Buryl Lottridge has been appointed managing director of the Oklahoma Network, effective this week when Lottridge completes his duties as assistant manager of KOMA here. Lottridge has been assistant to Neal Barrett of KOMA for the past six weeks.

In his new post Lottridge will have complete supervision of all network activities, sustaining and commercial programs and commercial

(Continued on Page 3)

Western Union Is Given 30 Days for WJBK Reply

Washington Bureau, RADIO DAILY

Washington — FCC has notified Western Union that it must file answer within 30 days in the complaint of James F. Hopkins Inc., operating WJBK, Detroit, charging discrimination against the station by refusing to service it with telegraphed reports of baseball scores.

Free Educational Disks For Afternoon Buildups

In an attempt to build commercial programs on local independent stations throughout the country between the hours of 1 and 4 p.m., Hood Educational Broadcasts Inc. has contacted independent stations offering recorded educational programs free to the stations. Idea, which is still in the elementary stages, calls for a

(Continued on Page 3)

27 Complete ET Show Units Ready for Release by Atlas

Disk Series Expanding

West Coast Bureau, RADIO DAILY

Los Angeles—"Detective Dalt" (an African Charley Chan) and "Zumba," disk series that Bireley's Orange Juice has been using on some 20 stations, is now going out for wider fields, with Mertens & Price offering 56 15-minute transcriptions for station or sponsor use. Jerry Cady produced and did the writing. Barbary Luddy and John Gibson stars. Radio Recorders did the diskings.

No Letdown in Musical Transcriptions This Summer—Heavy Gains for Recording Laboratories

Oke-Doke

Rock Island, Ill.—Alberta Morehead, WHBF's 11-year-old singing "find," has won her first commercial, a twice weekly 15-minute spot for Food Products Co. of Davenport, distributors of Kraft's O-Ke-Doke popcorn.

10 FOOTBALL GAMES SET OVER MUTUAL NETWORK

Chicago—WGN yesterday announced a 10-game football schedule to be fed to Mutual coast-to-coast with Quin Ryan at the mike. Following a policy adopted two years ago,

(Continued on Page 3)

Radio Time To Be Used In La Guardia Campaign

New York City—Fusion Party will use radio time in its campaign for re-election of Mayor Fiorello H. La Guardia. The station list is now being selected.

WTHT on Full Time

Hartford, Conn.—WTHT Mutual outlet, last night began operating on a full time schedule.

Boom in musical electrical transcription shows has failed to show any letdown this summer, a new high being reached in this type of spot broadcasting, with time placed equally well in virtually every broadcasting area. Several big musicals now on the air were not heard last year at this time, including special Canadian disks and programs that usually took a seasonal fadeout during the hot weather.

Indication of the status of the ET musicals this summer may be found in the record-breaking license fees being distributed during the coming four week by Harry Fox, acting as agent and trustee for copyright owners, through whom music licenses are cleared in majority of popular

(Continued on Page 3)

CHICAGO ORIGINATIONS INCREASED LAST MONTH

With the shift of a few Procter & Gamble shows to Chicago last month the total of NBC program-hours emanating from Chicago increased sharply, according to data released by NBC statistical department.

Last month 442 hours were keyed

(Continued on Page 3)

Atlass, Courier Groups Seen Girding for Fight

Hammond, Ind.—A battle between the Ralph L. Atlass stations, WJJD in Chicago and WIND in Gary, and the two stations here headed by Dr. G. V. Courier, the new WHIT and

(Continued on Page 3)

Builds Own Audience

Tulsa—Birth of a son this week to Salesman Walter C. Cox makes the 11th baby born to KTUL staff members since station opened three and a half years ago. William C. Gillespie Jr., v.p. and g.m., started the production schedule with a boy shortly after the station opened.

(Continued on Page 3)



Vol. 2, No. 15 Thurs., July 22, 1937 Price 5 Cts.
JOHN W. ALICOATE : : : Publisher
DON CARLE GILLETTE : : : Editor
MARVIN KIRSCH : : : Business Manager

Published daily except Saturdays, Sundays and Holidays at 1501 Broadway, New York, N. Y., by Radio Daily Corp. J. W. Alicoate, President and Publisher; Donald M. Mersereau, Treasurer and General Manager; Chester B. Bahn, Vice-President; Charles A. Alicoate, Secretary; M. H. Shapiro, Associate Editor. Terms (Post free) United States outside of Greater New York, one year, \$5; foreign, year, \$10. Subscriber should remit with order. Address all communications to RADIO DAILY, 1501 Broadway, New York, N. Y. Phone Wisconsin 7-6336, 7-6337, 7-6338. Cable address: Filmday, New York, Hollywood, Calif.—Ralph Wilk, 6425 Hollywood Blvd. Phone Granite 6607.
Entered as second class matter April 5, 1937, at the postoffice at New York, N. Y., under the act of March 3, 1879.

FINANCIAL
(Wednesday, July 21)

	High	Low	Close	Net Chg.
Am. Tel. & Tel.	171 1/4	170	170	- 1
Crosley Radio	21 3/4	21 1/2	21 3/4	+ 1/4
Gen. Electric	58 3/4	57 1/4	57 3/4	- 3/8
North American	27 7/8	27 1/4	27 1/4	- 1/8
RCA Common	9 1/2	9 1/8	9 1/8	- 1/4
RCA First Pfd.	69 3/4	69	69
RCA S5 Pfd. B
Stewart Warner	18 7/8	18 1/4	18 3/4	+ 5/8
Zenith Radio	37 1/2	37 1/4	37 1/4	- 3/8

OVER THE COUNTER			
CBS A	Bid	Asked	
CBS B	30	31	
Stromberg Carlson	29 3/4	30 3/4	
	13	15	

W. E. Sales Up 48 Per Cent
Sales of the Western Electric Co. for the first six months of this year were \$97,355,000, it was announced yesterday by Edgar S. Bloom, president. This figure compares with \$65,651,000 for the corresponding period last year, an increase of 48 per cent.

Whiteman Discovery's Debut
Jeanne Ellis, 10-year-old discovery of Paul Whiteman, will make her first appearance on a national network tonight as guest on the Rudy Vallee program from Dallas. Little Miss Ellis is well known through the south, where she has played theaters and made radio appearances since she was five years old.

First WAIM-CBS Commercial
Anderson, S. C. — Chesterfield's Sports Resume, with Paul Douglas, bowed in as the first commercial for WAIM after joining the CBS network. WAIM is the only CBS station in this rich farming and industrial section.

STAR RADIO PROGRAMS, INC.
— PRESENTS —
The Scriptfolia
A COMPREHENSIVE LIBRARY OF CONTINUITY
250 PARK AVENUE NEW YORK CITY

L. B. Wilson First to Felicitate
Cincinnati—Probably the first broadcaster to congratulate Senator Alben W. Barkley of Kentucky on his election as Senate Majority Leader yesterday was L. B. Wilson, president of WCKY. A personal friend of Barkley for over 17 years, Wilson wired the Kentucky senator felicitations two minutes after the flash on his election reached the WCKY news room. At Wilson's order, a large bouquet of roses was immediately delivered by a Washington florist to Barkley's desk in the Capitol.

WCCO-KROC Scoop on Piccard
Minneapolis—Two exclusive scoop broadcasts were handled by WCCO, Minneapolis, and KROC, Rochester, when the stations joined in presenting an eye witness account of the ascension of Dr. Jean Piccard in his unique stratosphere apparatus from Rochester, Minn., Saturday night. Going on the air from Soldiers Field, Rochester, at 11:10 p.m., the stations offered a continuous eye witness picture of the unusual proceedings until 12:45. During the last half-hour, a two-way conversation with Dr. Piccard, then nearly a half-mile in the air, was re-broadcast. The famous stratosphere balloonist carried transmitting and receiving equipment in the gondola of his "Pleiades". Tuned to his broadcasting equipment was another short wave set-up on the field.

The second exclusive broadcast by WCCO and KROC took place on Sunday afternoon from Lansing, Iowa, the point at which the "Pleiades" landed.

Hughes Signed for CBS Airing
B. Charles Dean, president of British-American Productions, has signed John Scott Hughes, noted British author and journalist, as a special commentator for CBS to handle the airing of the American Cup Races, July 31. Hughes will work directly with Ted Husing. Dean also set a deal with BBC whereby Hughes' broadcasts will be short-waved to BBC headquarters in London and then re-broadcast to that network.

Signed for WOR Programs
Sylvia Froos has been signed by the WOR Artists Bureau and will be featured in her own show on WOR, 7:30-8 p.m., beginning Aug. 1. Benny Davis has also signed with the bureau and will air a variety show using young talent. Program, entitled "Stardust Review," will be heard on WOR starting Aug. 1, 10-10:30 p.m.

Lucy Monroe Set in 4 Dates
Lucy Monroe, Metropolitan opera singer, will be soloist with the Philadelphia Orchestra in two concerts at Robin Hood Dell, Philadelphia, July 31 and Aug. 1, with Saul Caston conducting. Miss Monroe also will sing Musetta in "La Boheme" in two performances, Aug. 10-11, with Alexander Smallens conducting the Philadelphia Orchestra.

WCOL Appoints Rep
Columbus — WCOL, Ohio State Journal station managed by C. R. Thompson, has appointed Craig & Hollingbery as national representatives.

"Madame Sans Gene" Cast
In the cast supporting Ina Claire and Osgood Perkins in "Madame Sans Gene" over the NBC-Blue network Sunday at 8-9 p.m. will be Howard Clancy as narrator, Burford Hampden, Louis Hector, Arthur Maitland, William Podmore, Neil O'Malley, John Brewster, Charles Romano, Charles Webster, Mary Michael, Ray Wright, Julian Noal and Helen Choate.

New Orleans Gets Gossip
New Orleans—What is believed to be radio's first gossip period in this territory has taken to the air five times weekly over WWL, as Mel Washburn, former newspaper drama editor and columnist, turned radio columnist. The period is experimental.

Charge Hotel Disks Infringe
Electrical transcriptions on numerous stations throughout the country, sponsored by Mayflower Hotel, Washington, are charged with copyright infringement by Harry Fox, acting as agent and trustee for copyright owners. Fox states that stations playing these disks are also liable to infringement proceedings. Fox yesterday informed the Mayflower Hotel management of pending legal action.

"Hop Along" for Radio
"Hop Along Cassidy", Western film series popular with movie fans, will have its counter part on the ether soon under national sponsorship, according to J. D. Trop. Trop handles Bill Boyd, who starts in the pictures and who will also head the radio versions now in preparation.

First Cleveland Quiz
Cleveland—WHK announces a new local studio show, Cleveland's first Quiz-Bee, to begin Aug. 6. It will feature all types of questions, with weekly awards to winners. First prize will be a fur coat and second prize will be \$25 in cash. There will be a fur coat style show in the studios following each program.

Gen. Elec. Net Up 58 Per Cent
Net profit of General Electric for the six months ending June 30 was \$26,293,604, an increase of 58 per cent over same period last year. Total net profit for first six months of 1936 was \$16,592,324. The most recent figures are equivalent to 91 cents a common share, as compared with 58 cents in the corresponding period last year.

Clem Kirby Joins WWL
New Orleans—Clem Kirby, formerly on the Pacific Coast, has joined the WWL announcing staff.

COMING and GOING

F. E. BAUME, news commentator on 2GB, Sydney, Australia, arrived in Hollywood a few days ago to spend a week before entraining for New York.

AGNES WHITE (Martha Lane of "American Kitchen") is driving East from Hollywood with her husband, en route to Ottawa, Ontario, stopping along the way for personal appearances at stations using her transcriptions.

MACK GOLDMAN, professional manager of Harms Music, flew to Boston yesterday on business and is expected back at his desk late today.

GUY WOOD is due back in town today from the West Coast.

SYLVIA HOROWITZ, secretary to Charles Warren at Remick, leaves tomorrow for a two week vacation in the Catskills.

FRANCES CARLON of Kitty Keene Inc., Chicago, is vacation-visiting in New York and other eastern points.

MR. and MRS. TED COLLINS with their daughter, ADELAIDE, and KATE SMITH are at Lake Placid after a northern trip and will remain there for the remainder of the summer.

JANE THOMPSON, secretary to Ted Collins, leaves tomorrow for a two-week vacation at Nantucket Island.

JACK MILLER is vacationing at Cape Cod.

CLAUDINE MACDONALD of NBC's Department of Women's Activities is on a trip to the far north.

PHILIP RICHLAND, vice-president and general sales manager of Gemold Corp., sails aboard the Queen Mary on July 28 for London to visit his mother.

COUNT GUILIO MARCONI sailed yesterday aboard the Berengaria for Italy on account of the death of his father Guglielmo Marconi.

BILL SCHUDT, manager of WBT, Charlotte, left town yesterday for Charlotte. Schudt had been on vacation.

LENOR R. LOHR, NBC president, has gone to Washington to attend the WRC-WMAL new studio ceremonies tonight.

NORMAN SIEGEL, radio editor of the Cleveland Press, is in town.

BILL HANSON, VINCENT HOWARD and JIM BRENNAN ("The Three Little Funsters"), on completion of their 5,156th broadcast Sunday over WMCA, leave for Hollywood to do some motion picture work, then some personals in Los Angeles and San Francisco. They'll be off the air six months.

Patent Suit Settled

The case of RCA and General Electric against Benedict Shaw, trading as Shaw Business Co., charging infringement of patents, was settled out of court yesterday. Amount involved was not revealed.

U. S. District Court yesterday also issued a permanent injunction to RCA and A. T. & T. restraining Horace Shapiro and Harry Krantz from infringing on patents for improvements on radio apparatus which are now held by plaintiffs.

CALIFORNIA IN A HURRY!

In a hurry? Fly United to CALIFORNIA — only 17-1/6 hours—3 stops. 3 fast flights daily to SAN FRANCISCO or LOS ANGELES. Famous overnight Mainliner lvs. at 5:55 p.m. CHICAGO: 3 non-stop flights daily.

UNITED AIR LINES

27 ET PROGRAM UNITS COMPLETED BY ATLAS

(Continued from Page 1)

virtually all of public domain music and run as high as 78 complete episodes.

Outfit has invested over \$400,000 in production and believes it has solved the problem of top-notch shows at a minimum cost to the station which seeks recorded programs available for sponsorship without added cost.

Atliss, Courier Groups Seen Girding for Fight

(Continued from Page 1)

WWAE, is expected to break out in the open soon, following manpower fortifications which have been going on in both camps.

Atliss recently acquired Charlie Garland as his assistant, Hal Make- lin as WIND sales manager and Wythe Walker as a member of the sales staff. Garland and Walker were recruited from the Leslie Atliss- CBS organization. Courier appointed Van Cronkhite Associates Inc. of Chicago as sales, merchandising and news representatives for his two stations. When the new WHIT goes on the air, Atliss is expected to step up his WJJD opposition, and the Courier management already is laying plans to cope with that eventual- ity.

Free Educational Disks For Afternoon Buildups

(Continued from Page 1)

tie-up between stations and local schools throughout the country.

Company is working on the theory that all stations are obliged to use a certain percentage of educational programs daily, and the transcriptions offered will consist of various sub- jects each day. A national survey has been made in which an approxi- mate number of students and sup- plies they use are listed in the letter which has been sent to local stations introducing the idea. Transcriptions will not be available until Aug. 10.

Lottridge is Appointed Okla. Network Manager

(Continued from Page 1)

contracts of the following stations: WBBZ, Ponca City; KCRC, Enid; KTOK, Oklahoma City; KBIX, Mus- kogee; KASA, Elk City; KGFF, Shawnee; KADA, Ada, and KVSQ, Ardmore.

DON KERR

Master of Ceremonies

WMCA

Fox-Fabian Amateur Hour
Harlem Amateur Hour
Paramount Professional Parade

NEW PROGRAMS—IDEAS

WDGY's "Life In General"

Henry Poole of the staff of WDGY, Minneapolis, has created a new air feature under the title of "Life In General." Poole writes the scripts and also does the broadcasting, seven days a week at 8 p.m. Program fea- tures the poems of Tony Wons, with a background of organ music.

Aids the Sponsor, Too

KCKN, Kansas City, Kas., has de- veloped a successful commercial pro- gram called "Carefree Hours" to sell the idea of more leisure time for housewives through the use of elec- trical appliances.

Transcribed Hawaiian music by Harry Ownes completes the care-free idea. Program is sponsored by Kan- sas Electric Appliance Co. (G-E deal- ers).

Late Night Serenade

A new type of late night show designed to bring a respite from the usual evening dance music heard on air at that hour is to have its open- ing on WMCA under the title "Ser- enade in the Night" at 11:30 p.m. on Saturday.

The program, produced and di- rected by Jack Coombs, will feature organ music with Jack Ward at the console and Jack Barrie as soloist. It will also feature poetry reading by Eric Grant.

"The Voice of Understanding"

"Children's problems and how par- ents may successfully cope with them", will be the opening subject on Dr. Bernard V. Grossman's pro- gram "The Voice of Understanding", scheduled to have its premiere over WMCA on Tuesday at 10:15 a.m.

Dr. Grossman, personal relations psychologist and domestic parental and children's counsellor, is well

known as a lecturer, columnist and is also recognized as one of the most instructive, entertaining, humorous and best posted men in his field. "Voice of Understanding" will be broadcast every Tuesday and Thurs- day.

Stories from the Bible

A new style in presenting a re- ligious program is heard daily over WOWO, Fort Wayne, Mondays through Fridays, called "Bible Stories." Each evening the Reverend Charles H. Hartung takes a story from the Bible and presents it in such a simplified form that a child can understand, and yet conversa- tionally so that it will appeal to the average listener. The music on the program is supplied by a negro quartet whose selections fit the occa- sion.

Literary Review

Catering to all types of listeners, "The Literary Review" heard over WOWO, Fort Wayne, at 9:30 a.m. Thursday and 7:45 p.m. on Tuesday is a popular feature with book lovers. Horace Moses, Fort Wayne's literary authority, either reviews the best book of the week, or gives the listeners an interesting biography of a present day author.

Stamp Hobby

Present series of the "Hobby Pro- gram," heard every Tuesday evening over WGL, Fort Wayne, deals with stamp collecting. Edward Bickel and Robert Coulette, both amateur stamp collectors, weave interesting stories around the stamps they discuss.

Chicago Originations Increased Last Month

(Continued from Page 1)

from Chicago, compared with 417 hours in May. Shows emanating from

	June '37	% of total	June '36	% of total	May '37	% of total
New York	611	43.5	545	50.8	627	44.9
Chicago	442	29.2	340	23.5	417	27.4
San Francisco	298	21.3	320	25.7	315	22.7
Hollywood	107	7.5	65	6.0	112	8.0

10 Football Games Set Over Mutual Network

(Continued from Page 1)

games will be aired minus commer- cial sponsorship. Schedule follows:

Oct. 2, Iowa U. at Northwestern; Oct. 9, Notre Dame at Illinois; Oct. 16, Purdue at Northwestern; Oct. 23, Navy at Notre Dame; Oct. 30, Michi- gan at Illinois; Nov. 6, Illinois at Northwestern; Nov. 13, Army vs. Notre Dame and Northwestern at Minnesota; Nov. 20, Notre Dame at Northwestern; Nov. 27, So. Calif. at Notre Dame.

NEW HIGH REGISTERED BY ET MUSICAL SHOWS

(Continued from Page 1)

music uses and considerable stand- ard music as well.

Fox plans to distribute to publish- ers shortly over \$50,000, which is about twice as much as has ever been distributed in any four-week period. Early in the year the musical spot programs indicated a 100 per cent increase over that of 1936 and in- dividual transcription laboratories had from 68 per cent or more in- crease in business, as in the case of NBC Thesaurus. World Broadc- asting System is expected to show a huge increase for the summer months compared to last year, and other com- parable concerns also report heavy gains.

The MPPA through Harry Fox at- tributes part of the huge license fees this month to the \$25,000 paid by Associated Music Publishers for its basic library annual fee and an ad- ditional \$25,000 from combined mis- cellaneous ET sources. Approximate- ly \$8,000 is due from WBS on the Chevrolet series alone and about 10 more disks are to be recorded with the Gus Haenschen orchestra and other artists.

Considerable number of the musi- cal (and dramatic) programs are supplementary to live talent shows and in many cases are off-the-air re- cordings. Also a big increase in re- gional spot series is noticeable. Coca Cola, Montgomery-Ward and Impe- rial Tobacco are among the boosters in the summer biz roster.

Stock Changes Reported

Washington Bureau, RADIO DAILY

Washington—CBS on June 21 ac- quired all capital stock of Avreal Corp., it is revealed by Securities & Exchange Commission, by payment of \$100 in cash and at the same time advanced to Avreal for its corporate purposes the sum of \$80,600. The acquisition gives CBS 100 per cent of the voting power.

Also reporting at SEC was Na- tional Union Radio Corp., who re- vealed that Sylvester W. Muldowny and Harold R. Peters both of New York, had each exercised options held by them and acquired 10,000 shares of \$1 par value common stock. The only other outstanding option reported was that held by Sears, Roe- buck, and Co. for 50,000 shares com- mon stock.



Member of the Performing Right Society Limited, London, England.

BRITISH-AMERICAN PRODUCTIONS, INC

509 Madison Ave., New York

ELdorado 5-0381

FOREIGN

Transcriptions in Production for Australia, New Zealand, Gt. Britain, Latin-America.

CONSULT US IF YOU HAVE SALES PROBLEMS IN THESE MARKETS
12 YEARS EXPERIENCE

B.A.P. Inc.—"HALL MARK OF SHOWMANSHIP!"

NEW BUSINESS

Signed by Stations

Boston

WNAC: Socony Vacuum Oil, 9 foot-ball games, through J. Stirling Getchell, N. Y., also on 14 other Yankee network stations; Ironized Yeast Co., Atlanta, through Ruthrauff & Ryan, N. Y.; Baker Extract Co., Springfield, Mass. (flavoring), through William B. Remington Co., Springfield.

WAAB: Hecker's Products Corp., N. Y., 260 fifteen-minute programs, through Erwin Wasey & Co., N. Y.; Webster-Eisenlohr, N. Y., renewal, 78 fifteen minute programs, through N. W. Ayer, N. Y.; Drums, Inc., Detroit (cleaners), renewal, 13 fifteen-minute programs, through C. C. Cunningham Co., Detroit.

KMOX, St. Louis

Idaho Fruit & Vegetable Commission, spot announcements; Duluth, Minn., Chamber of Commerce has contracted for 50 word spots.

WDNC, Durham

Atlantic Refining Co., all Duke U. football games; Sears-Roebuck & Co., through N. W. Ayer, Inc.

WGN, Chicago

General Motors Sales Corp. (Cadillac Division), through George H. Hartman & Co., Jack Brooks and Paul Small vocal duo.

WOAI, San Antonio

Corpus Christi Chamber of Commerce, through Shea Advertising Agency; Refrigeration & Air Conditioning, Chicago; Walker's Austex Chili Co., Austin, through Crook Advertising Agency, Dallas.

Assigned to Write WPA Scripts

George Bustleman, author, has been retained by the WPA to write six radio scripts which will be presented with WPA actors. The New Jersey Information Bureau, a WPA project, will provide the scripts to station WNEW for local presentation.

Owing to the recent union ruling which forced WQXR to discontinue WPA recordings, it is believed that WNEW will provide transcriptions from their library to be used on the live shows.

AD AGENCIES

ALFRED MERNIT, formerly associated with the Robert Mernit Advertising Agency, has resigned to establish an agency under his own name. Headquarters will be located at 562 Fifth Ave., New York City.

CARL WEBB, former newspaperman in Rochester, N. Y., has joined the Kenyon & Eckhardt, Inc., advertising agency.

L. J. LABAYRADE of Seattle office of McCann-Erickson agency, has been promoted to have charge of operations in Salt Lake City, succeeding Frank Ford, who was called to Portland office of agency to take care of public utility business.



• • • Bobby Crawford was down on Wall Street yesterday completing final arrangements on the deal whereby he will become an independent flicker producer under a Grand National banner....Mose Gumble will not retire from the music business when he sells out his interest in Donaldson, Douglas & Gumble....Dick Stabile and Gracie Barrie have set their blending date for Jan. 1....Ben Bernie's American Can show won't go west until Sept. 14—with Xavier Cugat's combination being used on the show during the appearance from Saratoga....Peter Van Steeden has been renewed for seven more weeks on "Hit Parade"....Jerry Blaine's outfit piped an audition to Toledo the other nite for a Willys-Overland show—with Harry Savoy....Arthur Kass of Kass-Tohner, is pricing kiddie-cars....Fred Fisher's offspring, Doris, has been signed by CBS for sustainings....Helen Menken's Wednesday NBC show goes to CBS Tuesdays beginning Aug. 3....Ted Weems returns for his sponsor on Mutual Sept. 26....Irv Brecker won't quit Berle—but will have three assistants.

• • • One of radio's veteran troupers is Jimmy Fitzgerald who has been working on WCAE, Pittsburgh, shows for five years and at present is heard with Dave Olsen's Sunday a.m. show. Jimmy, when you ask his age, will admit that he's 11....He says that if radio is here to stay, he should have a good job awaiting him on his completion of schooling....Furthermore, he adds: "Radio is a good business. I like it best on Fridays. That's when I come in to get paid."....Smart youngster....Last Sunday was a long and important one for Wendell Roberts, assistant engineer at WAIM, Anderson, S. C....Early that day he switched CBS shows to his station, for the local station joined the network that morning....Late that nite a "radio star was born", Roberts hopes, since a little daughter was presented him by Mrs. Roberts....She will be known as CBS Roberts—Cecile Barbara Sharon Roberts!

• • • B. A. Rolfe's "Magazine of the Air" CBS show will be heard five times weekly starting Aug. 31....Gail Reese, formerly with Carl Ravell, will replace Ruth Bradley with Bunny Berigan....Lipton Tea sponsoring the featured tenor soloist from St. Patrick's Cathedral, John Griffin, via NBC-Boston, are planning a coast-to-coaster because the singer clicked big in the minor league....Harry Rose auditions for Young & Rubicam tomorrow....Joey Nash is singing and talking in a new Vitaphone series....Sylvia Froos and Georgie Price will be heard via Mutual shortly....Lester Lee is down with ptomaine poisoning because of lobster-swallowing....Ralph Wonders is setting a flicker deal for Rose Marie....Arthur Michaud may handle Lee Wiley....Adele Allerhand is now gracing the offices of George Lottman's publicity firm....Willie Farmer has two permanent NBC coast-to-coasters now...."Harbor Lights" is quietly outselling First Ten songs....Jerome Weidman, author of "I Can Get It For You Wholesale", is in Baltimore adapting a yarn for the air....Nyra Nash is back at the Great Lakes Exposition....Frances Faye does a few Chevy transcriptions....Henny Youngman opens at the Surfside tomorrow for three days!

• • • A marriage over the air was solemnized Saturday via WDGy, Minneapolis, on the Slim Jim noon show for Central Furniture and Carpet Co....Slim Jim and the Vagabond Kid, with Don at the organ, supplied the music....Another wedding note comes from Doug Grant, program director for WMT, Cedar Rapids....during the Transradio running story of the Roosevelt-Du Pont merger, Grant had appropriate music played, gave the bulletins and then introduced Harriet Blake, script writer, who gave a description of the ceremony and described the dress worn by the bride.

ORCHESTRAS
MUSIC

DICK JERGEN'S band moves into the coveted second half of the season spot at Catalina Island next year, with Jan Garber off for other fields.

Max Dolin, violinist and maestro, is auditioning girl vocalists at NBC studios, San Francisco, in search of a pop singer.

Erskine Butterfield, one of the better young pianists, has joined Noble Sissle's orchestra now playing in Louisville.

Glen Gray is winding up his coast Palomar season next week, doing some one night stops, and holding off from anything that will keep him in New York. Reason is that he's d'ckering with the picture folk and expects to return to the coast in the fall.

Edna Fischer, staff pianist at NBC in San Francisco, made her bow Tuesday night as an ork leader in a special program, "Miss Fischer Directs." She recently wrote "The Dream In My Heart" for "One Man's Family."

Zinn Arthur and his Pinebrook ork at Nichols, Conn., move their Thursday night spot to Saturday at the same hour so that WICC may handle the NBC Washington studio dedication program beginning at 11:15 that night.

"The St. Louis Cardinals March", official song of the Cards, has been adopted as the signature for the Cards' Musical Sports Program heard each Wednesday on WIL, St. Louis. Incidentally, the song in question was first played on the WIL program by Allister Wylie and his Winners Orchestra on June 16, one day before WMCA in New York aired the number under the impression that it was the premiere.

Paul Whiteman and his ork will salute state of Oklahoma today by presenting a special program over the Oklahoma Network direct from the grounds of the Fort Worth Frontier Festival. King of Jazz will emcee. Buryl Lottridge, managing director, has set eight stations for the affair.

Fred Waring and his Pennsylvanians will offer an air preview of new tunes from their first feature picture, "Varsity Show," when they present a special coast-to-coast program over the NBC-Red network on Saturday, 8-8:30 p.m. from San Francisco.

Eugene Jelesnik and his orchestra will be heard at a new hour on WMCA starting Tuesday. Formerly broadcast at a later time, the famed Hollywood Restaurant orchestra will be heard at 9:15-9:45 p.m. every Tuesday. Mitchell Ayres, also coming from the Hollywood, will broadcast Sundays instead of Mondays at 11:30 p.m.



BILL BACHER, whose future connection has been subject to much speculation and many rumors since he checked out of Hollywood Hotel, is definitely set with Metro-Goldwyn-Mayer as producer of M-G-M radio shows, if, as and when, and in an executive berth in picture production as well. In this capacity, Bacher would have available all Metro contract players, excepting Garbo, Norma Shearer, William Powell, Jeanette MacDonald and Nelson Eddy, all of whom are exempt contractually insofar as M-G-M is concerned. Bacher and the late Irving Thalberg were about to announce a deal when the untimely death of the brilliant Thalberg left it for Eddie Mannix to consummate.

J. F. Burke and Loyal K. King, owners of KFVD which they acquired a year ago, have decided not to contest FCC ruling which disapproved of their purchase of KRKD from Frank P. Doherty for \$150,000. Commission turn down was on the ground that there was no tangible assets justifying price involved in the transfer. Burke is former Santa Ana newspaper publisher.

The Warren Stokes "Pick of the Pictures" idea has clicked so well over KEHE that Warren inaugurates another sustainer, "Hollywood Question Box," Saturdays at 8:15 p.m., devoted to answering any and all queries about pictures and radio.

Glen Mitchler, formerly staff baritone at KLX, Oakland, made his initial local appearance recently on KMPC. Accompanist was Mona Content, now KMPC staff pianist. You'll be hearing more of both of 'em.

"Voice of the Black Chapel," KNX-CBS Pacific Coast, moves up to an 11:45-12 midnight spot tonight.

Stuart Wilson, conductor of KHJ's "Rise and Shine," departed for an Arrowhead vacation with carload of gifts from Don Lee co-workers.

Vernor's Ginger Ale is a new KMTR account. Signed for daily fifteen minute transcription program and series of spot announcements.

Vallee For Coconut Grove

West Coast Bureau, **RADIO DAILY**
Los Angeles—Rudy Vallee and his gang are due at the Ambassador Coconut Grove on Oct. 5 for a limited stay.

1	9	3	7
SUN	MON	TUE	WED
4	5	6	7
10	11	12	13
14	15	16	17
18	19	20	21
22	23	24	25
26	27	28	29
30			

Greetings from Radio Daily

July 22

Das Pickard

Kansas City

Local musicians and persons connected with the radio business have organized the Kansas City Hot Club which will meet once a week for "jam sessions" in some local night spot. Bob Caldwell, Jr., of the WHB program department is president; Don Tiff and Bee Hyde, vice-presidents, Sammy Lighter, treasurer, and Al Stine, president of Superior Features Corp., secretary. Among the directors are: Don Davis, president of WHB; Lou Kemper, Vernon Hoyt, Landon Laird and Lowell Lawrence.

Jane Koyl, secretary to H. R. (Hal) Makelim, who recently resigned as general manager of KXBY, has joined Makelim in Chicago in his new duties with WIND. Miss Koyl formerly was associated with John Blair & Co.

KXBY is running a line to the Municipal airport for a daily program devoted to interviews with prominent persons traveling via TWA planes. Jerry Burns, KXBY news and special events announcer, does the mike work.

Joseph H. Story, KMBC sales representative, on vacation.

Glad and Woody Smith, KMBC song team, back from a Colorado vacation.

Pat Dunn, young WDAF singer and student at the University of Kansas City who works in three WDAF commercials, has organized an orchestra which leaves to play on the Normandie for its crossing to France late this month.

J. Leslie Fox, KMBC director of sales, has returned from a vacation in Tennessee and Louisiana.

W. H. Webb, vice-president of the J. O. Young advertising agency, left Saturday for a business trip to Tulsa.

Don Davis, president of WHB, his wife and two children are vacationing at Breezy Point, Mich. Also vacationing from WHB are Henry Goldenberg, chief engineer at Ozark Beach, and Lou Kemper, staff entertainer, in Chicago.

KCMO sold time to Franklin Ice Cream Co. for 1,000 forty-word spots to be used at the rate of 30 each week. Ferry-Hanley is the agency.

Jim Barrick, Kansas City Star display ad salesman is subbing for WDAF's sales representative, Gardner Reames, Jr., while he takes a vacation. Joseph Wildgen, staff tenor, is batting out the vocals on Pat Dunn's Showalter Foot Health Shoe programs while Dunn makes a trip to Europe via the Normandie with an orchestra of Kansas City University students.

Marion Crutcher, who does Peck Dry Goods Co.'s Patricia Peck programs via WDAF, is vacationing in California.

Race Series on Mutual

Mutual has scheduled a special series of four broadcasts beginning July 30 entitled "Tomorrow's Races," headed by Bryan Field and featuring a guest. Other three shows are to be heard on Aug. 13, 20 and 27. All four shows will be heard over a coast-to-coast network from 6:45-7 p.m.



Joyous Hearing

for Deafened Ears, with the

CORONATION ACOUSTICON



Weight 1 1/4 oz.

For 35 years Acousticon's world-wide organization has been working to bring hearing to deafened ears. During that time it has sold more hearing aids than all other firms combined. Now comes our latest and greatest triumph, the Coronation Acousticon.

If you are not hard of hearing, you must know someone who is. Tell this person about this new instrument. It is so small that it is almost invisible when worn—light the wearer forgets its presence. Yet it brings clear, strain-free hearing at all listening distances. Every Acousticon is personally custom-fitted on the Aurogauge. Consultation and fittings at your home, at our office or at 150 Acousticon agencies throughout the country. Write for new brochure.

DICTOGRAPH



PRODUCTS COMPANY

580 Fifth Avenue

New York, N. Y.

GUEST-ING

CESAR ROMERO, interviewed by Elza Schallert, tomorrow (NBC-Blue, 10:45 p.m.).

COUNTESS DAISY DI CARPENETTO, the "Edna Ferber of Italy" and confidante of Premier Mussolini, on Doug Allan's "Little Moments With Big People", today (WINS, 1:45 p.m.).

CAB CALLOWAY and THE CHARIOTEERS, on Ben Bernie's American Can program, Aug. 3 (NBC-Red, 9 p.m.). Booked by Herman Bernie.

JEANNINE MACY, on "Universal Rhythm," July 25 (CBS, 9 p.m.).

LOIS RAVEL, on Ken Murray program, July 28 (CBS, 8:30 p.m.).

BOBBY BREEN, MARION CLAIRE and BASIL RATHBONE, on "Hollywood Hotel", July 30 (CBS, 9 p.m.).

JOHN BOLES, on "Hit Parade," July 31 (CBS, 10 p.m.).

CONRAD THIBAUT, on "Hit Parade," July 24 (CBS, 10 p.m.).

GENE SNYDER, dance director of the "Rockettes," will appear with his troupe on "Grandstand and Bandstand," today (WMCA, 2:30 p.m.).

FIFI DORSAY, on "Professional Hour," from Fox-Fabian Theater, Brooklyn, tomorrow (WMCA, 9:30 p.m.).

BOSTON

Jim Donovan, WCOP events and news announcer, spending a week at Rye Beach, N. H.

Paul Belaire, New England WOR sales representative, off to Cleveland with Mrs. Belaire for two weeks.

Nan Howard of WEEI sales staff vacationing at Truro.

WBZ has installed its own recording equipment. Many of the local live shows are now being recorded and played back for the casts to hear their own errors.

John Holman, general manager of WBZ, and John Shepard 3rd, president of the Yankee network, are members of the committee appointed by James Roosevelt, son of the President, to administer his plan to place 35,000 discharged WPA workers in private industry.

John B. Hatch Associates is opening its general office at 581 Boylston St. to specialize in broadcast advertising and electrical transcriptions.

Ted Rolfe and his orchestra featuring the voice of Loraine Merrill is being featured on WHDH this week at 7 p.m.

Bill Williams, sports reporter, will inaugurate a new series of vox pop broadcasts over WBZ today outside the ball park.

Cleon White, manager of NBC's artist service in Boston, spending two weeks at his summer home in Bridgewater, N. H.

Pete Green, bass fiddle player on WBZ "Little Show," has bought an airplane.

Whitman Hall, chief engineer at WCOP, getting away from it all up in the Green Mountains of Vermont.

STATIONS OF AMERICA

Highlights in the Development of Outstanding U. S. Radio Stations:
No. 53 of a Series

WOL—Washington, D. C.

229 Kilocycles—100 Watts

LeROY MARK, Pres. WILLIAM B. DOLPH, Gen. Mgr.
HENRY V. SEAY, Commercial Manager
HARRY H. LYON, Chief Engineer
MADELINE ENSIGN, Program Director

WOL, despite its 100 watts in comparison with much stronger competition in the same locale, is guilty of capturing more than its just portion of the daytime audience in Washington. Built on the principle of featuring sports, news and music in the broadcast sense of the word—the station already has indisputably "sold" the slogan "First with the News in Washington."

Under the general management of William B. Dolph, WOL in two years has become one of the best known hundred watters in the country. Through its affiliation with the Mutual Broadcasting System and the Intercity Broadcasting System, the call-letters of this hundred watter are familiarly known to the countless but tangible audience of 69 stations in the United States. Following Mutual's tentative program of expansion WOL will supply several new areas with activities from the Capital City.

WOL's studios and offices are located in one of the newest and most modern buildings in the District of Columbia. Air-conditioned and sound-proofed throughout, this station occupies the entire fifth floor of the new Heurich Building. WOL, owned by the American Broadcasting Co., of which LeRoy Mark is president, celebrated its 13th year last December. Anticipating a power increase in the near future, WOL foresees an even greater monopoly on the listening market in the Nation's Capitol.

☆ Bernie's Diary ☆

(The following was purportedly purloined from Ben Bernie's private diary through the connivance of his secretary, some of the lads and, last but not least, his press agent, while the Old Maestro was busy with one of his American Can broadcasts heard Tuesdays at 9 p.m. over the NBC-Blue network.)

- 8 a.m.—Having a nightmare.
- 9 a.m.—Having a nightmare.
- 10 a.m.—Having a nightmare.
- 11 a.m.—Having a nightmare.
- 11:55 a.m.—Boy, am I glad to wake up. I was dreaming of Winchell.
- 12 noon—Arise and light a cigar. Read Winchell's column. Light another cigar. Then light Winchell's column.
- 12:05 p.m.—Brush teeth with Amos 'n' Andy and drink a cup of W. C. Fields.
- 12:10 p.m.—Jump into a cold tub after filling it with hot water. Work up a good lather. Read my press notices. Work myself up into another good lather.
- 12:15 p.m.—Go to barber for light trim. Go to racetrack for good trim. Walk back from racetrack. Call rehearsal. Go home and play Whiteman records. Then call another rehearsal.
- 6 p.m.—Go to movie for last glimpse of my last picture. (I know it's my last...the studio told me.)
- 8:15 p.m.—Call race track to see if horse I bet on has come in yet.
- 9 p.m.—Pose for hair restorer ad. I ask for down payment. They want to see my hair first. I get no breaks.
- 9:20 p.m.—Send final payment to correspondence school of singing.
- 9:22 p.m.—Cancel payment. Just heard my last vocal record.

9:30 p.m.—Tune in on Winchell. (Take 15-minute nap.)

9:45 p.m.—Leave for few rubbers of bridge.

9:55 p.m.—Phone secretary to come quick with my check book.

10 p.m.—Take a brisk walk—to the band stand and get to work. Bernie, get to work.

A Little Self-Analysis
Beneficial for Artists

"It is really amazing how some radio artists can do business at the same old stand year in and year out with never a rest or a vacation. To me, a vacation from radio chores is the most important thing there is, not only from the standpoint of the pleasure I get out of vacationing, but because it also enables me to think of radio from a distance. I can look backward and review the past season. I can prepare my own analyses and delve into the mysteries of why some things went over, and why some things did not. It is only on looking back that it all becomes clear. "It is impossible to review one's own work during the season. The frequency of the broadcasts, that is beginning on a new one almost immediately after the previous one is over, doesn't give the radio artist much time to reflect.

"I always manage to obtain a complete script of each broadcast I make and I file them until vacation time. Then I go over them carefully. When I am in doubt about a point and have a difficult time trying to decide whether or not we did the right thing, I ask my husband about it. To me, he is the perfect radio listener, and his opinions are therefore valuable."—BENAY VENUTA.

PROMOTION

Competition for Mail

Upon the completion of the new 24-page brochure of the News Department of WOAI, San Antonio, the various members of the staff have begun a friendly rivalry to see who can garner the most mail from various types of offers. It all started when Ken McClure offered a booklet on Traffic Safety and received over 750 requests for the booklet from one announcement. A couple of weeks later Pat Flaherty, sports editor, offered a baseball book at a late hour one Saturday evening and, despite the fact that another station was carrying a play-by-play description of the game, he received over 200 requests from this announcement. Then Leona Bender, the Girl Reporter, offered a booklet on her morning program dealing with Women's News and from the way returns are coming in, she expects to receive a few hundred requests from her offer.

Ted Malone in Expanded Series

Ted Malone, reader of poetry, will be heard in five broadcasts each week at a new time beginning Aug. 2. His programs entitled "Between the Bookends" will be aired coast-to-coast on CBS 2:45-3 p.m., Mondays through Fridays.

Malone, who specializes in an intimate approach to his poetry and philosophy during these microphone "visits," will add to his store of nominations for an "American Poetry Album" throughout the series. Also to be featured are the poems and stories of writers whose birthdays fall on the dates of the broadcasts.

CBS-BBC Short Wave Tests

CBS short wave transmitter W2XE will make a series of tests in co-operation with a BBC short wave transmitter to establish accuracy of use of directional antennas and the feasibility of two or more short wave outlets using the same wave lengths despite the use of directional beams. Findings of the tests will be disclosed at the International Broadcasting Union meeting in Cairo next year.

LINCOLN

Dalton Norman, the cowboy from Georgia, leaves KFAB-KFOR on July 23. Also, Jettabee Ann Hopkins "Jangles," family program, goes off the air at the same time. Jettabee continues in the continuity department.

J. Gunnar Back, continuity chief of KFAB, is vacationing in New York; Reginald B. Martin, manager of KFAB-KFOR, at Lake Okoboji, Ia.

Nebraska State Fair has set two radio contracts, with KFAB here and KMMJ, Clay Center. Both stations rated a substantial increase in appropriations over a year ago.

FCC ACTIVITIES

EXAMINER'S RECOMMENDATION
WIOD-WMBF, Miami, Fla. Mod. of license to change frequency to 610 kc., be granted. 1 KW., unlimited.

★ Program Reviews ★

"Dot and Pat"

Heard from KDKA, Pittsburgh, over the NBC-Blue network at 5:15-5:30 p.m. yesterday, this turned out to be a breezy, tuneful and bright medley of song, sentiment and chatter, with emphasis on the romantic note. Principals are a pair of sunny-disposition Pittsburgh youngsters, Dorothy Bushey and Pat Haley, sub-billed as "Sweethearts of the Air." They opened with "That's the Way I Like to Hear You Talk," then Pat did very nicely in a solo of "Tomorrow Is Another Day," followed by another duet and more chatter and singing to a "Sweethearts Forever" theme finish. All very gay and palatable.

"Mind Your Manners"

In this new series which made its bow on NBC-Red network at 6-6:15 p.m. yesterday, Allen Prescott, better known as "Wifesaver," gives pointers on how to avoid errors in etiquette. In a somewhat humorous, chatty style, he tells what to do in particular circumstances and on certain occasions, with listeners invited to send in questions for answering. The program is interspersed with music, which breaks up the stream of talk into more digestible portions. Prescott has an engaging conversational style, and this makes an entertaining and informative series.

"Ghosts"

Tuesday night's presentation of "Ghosts," fourth in the Ibsen series by the WPA Radio Division over WQXR, was another contribution to the mounting proof that the class drama can, and eventually will, carve a niche for itself on the air.

The "Ghosts" adaptation by Donald Macfarlane, director of the series,

missed none of the force of this compelling tragedy. Cast, including Diana Dowty, Lee Hillery, Owen Coll, William Barwald and Ellen Emery, gave excellent readings.

Briefly

Of the many tributes to Marconi in the past two days, one of the most unusual was aired last night by WNEW. As Marconi was a "technical" man, Chief Engineer M. J. Weiner of WNEW acted as emcee, veteran newspapermen, including Frank Parker Stockbridge, told of their meetings with Marconi many years ago. Both Weiner and Stockbridge have distinct ability as mike-men.

Johnny Green took "Siboney" to town in gala dress on his NBC-Red network program Tuesday night. It was one of the most colorful handlings of this popular Cuban number ever heard by this listener, and it didn't murder the basic melody. That number alone was worth the price of the whole show!

Vivian della Chiesa, who is far from a stranger to network listeners, started a new weekly quarter-hour of her own Tuesday night over the NBC-Blue web, with Roy Shield and orchestra for background. Program was of the routine filler type, but Miss della Chiesa's voice was no less a delight to the ear on that account.

The "Breakfast Club" emanating from Chicago at 9 o'clock mornings over the NBC-Blue Network, with Don McNeill as emcee, never misses being a bright show. It ought to be made available to the bigger percentage of listeners available at later hours.

ATLANTIC CITY

Ritz Gardens at the Ritz-Carlton Hotel opens for the summer season with Harold Stern's music. Floor show has Bert Lynn and his vibro-lynn.

Carol McKay, former vocalist with Bunny Berigan's orchestra, remains at the Ritz-Carlton Hotel's Merry-Go-Round Bar with Eddy Bradd and his band.

Dave Tyson, former announcer at WFIL, Philadelphia, is conducting the children's theater at Steel Pier.

Mary Small headlines the variety acts at Steel Pier with Will Osborne demonstrating his slide swing for the dance fans.

Jan Savitt, musical director of KYW, Philadelphia, playing a return date for the week of July 24 at Million Dollar Pier.

Charlie Johnson's band from the Paradise Cafe gets a WPG wire.

The Leader, Wildwood, N. J., newspaper, takes a quarter hour weekly on WPG for news commentations by editor Henry C. Lapidus.

SAN ANTONIO

One of the most ambitious talent programs in Southwest Texas has been started on KTSA. It is "Old Heidelberg Students," sponsored thrice weekly by Blatz Brewing Co. Features an eight-piece German band, Fritz (Hugo) Neuhauser as emcee and "Kathie" as singing fraulein. Fifteen are in the cast. Men are dressed in bright uniforms.

Frank Tanner's ork has returned to KMAC for a series of studio broadcasts.

Hal Higgins of KTSA office force is back from his Baltimore and New York vacation.

Gerald ("Bud") Morgan waxed his daily "Hollywood Gossip" to be used on his KONO program while he is vacationing.

The Tune Wranglers have been doing some sustaining programs over KONO. They are heard regular on WOAI.

Carmen Stutz is singing thrice weekly over KABC.

Jimmy McClain of WOAI is doing the Tuesday evening "Backstage" series.

... Radio's own daily newspaper modestly presents a series of 100 unsolicited testimonials as to what Radioland thinks of RADIO DAILY.

KTUL

"... You may be sure that RADIO DAILY has a definite part in our station and is looked forward to eagerly by the entire staff."

William C. Gillespie
Vice President.

WFIL

"... I take special pains to read many of the interesting and timely comments which you carry. Most of us who are working at high speed find RADIO DAILY presents a concise, accurate picture of current happenings in the radio field, which I am sure is appreciated by the management of all stations."

Donald Withycomb

NORMAN B. NEELY RADIO ENTERPRISES

"... As a subscriber to RADIO DAILY we find it is very useful, informative, well-planned and intelligently edited publication."

Norman B. Neely

... RADIO DAILY is six months old. It is growing fast. It already has the confidence of a great progressive industry. Watch RADIO DAILY.

Philadelphia

James Begley, KYW, program director, planned to Santa Monica, Cal., for vacation. Mrs. Begley accompanied him. James Harvey is pinch-hitting until his return.

Allen Franklin, newest addition to the WFIL sales staff, promises to be the station's busiest broadcaster. Tells them daily about fishing as "The Old Salt," turns poet-philosopher each morning for a "Cozy Corner" stint, and is now preparing another daily show as the "Hollywood-Hatter," replete with movie chatter.

Hugh Walton, Horace Feyhl and Powers Gouraud are assigned to special events at WCAU.

Calvin Jackson is newest addition to WDAS talent parade, playing a solo swing piano for Thursday audiences. Jackson is a member of Frankie Fairfax's band.

Rocco Stanco replaces Harold Beswick at the Carman Theater's organ console, pipings heard daily via WDAS.

WDAS is tendering a bachelor party tomorrow to Pat Stanton, manager, who marries Mary DeMey on July 24.

WIP's Ruth de Woody is now warbling her soprano notes over WDAS.

Ben Alley, WCAU tenor star, returns to his 6 p.m. spot after a week's vacation at Cape May, N. J. During his absence, Dan Kelly pinch-hit.

Lucy Goldsmith, WCAU's first women's commentator, moves into the Tuesday and Thursday spots, alternating with CBS's Kathryn Cravens.

Coming Events

July 26-29: National Association of Music Merchants convention and trade exhibit at the Hotel New Yorker, New York.

Aug. 2: Semi-annual meeting of the American Radio Telegraphers Association, New York.

ONE MINUTE INTERVIEW

AL DONAHUE

"I'd like to offer a plan whereby orchestra leaders would no further be hounded by song-pluggers, and whereby the pluggers themselves would be given a much needed break . . . If bandleaders featured only melodies written within the past year, and left the older numbers to vocalists, harmony groups and community singers, it would not take plugs away from the song-pushers who are paid by the number of times their clients' tunes are played."

★ Coast-to-Coast ★

WFBR, Baltimore, had Ralph De Palma, famous racing driver, on the air Tuesday for an interview before a scheduled broadcast with WBAL. De Palma was in town for a series of talks on safety under auspices of Chesapeake-Cadillac Co. WFBR made quick arrangements, with Stewart Kennard of the special events department doing the interviewing, and during the talk it developed that both men used to run for the New York 13th Regiment before De Palma entered auto racing.

Ray Gerosa, New Haven tenor, makes his debut tomorrow on WICC, Bridgeport. Chloe Arnold, writer, is readying a series of personal talks on travels, historical settings, etc., for the same station.

W D G Y, Minneapolis: Gertrude Lewis will introduce 12 famous canary singers on her woman's news program heard daily; the birds will sing three minutes each day with organ accompaniment. . . . Bernard Guider of the staff is on the air daily at 6:45-7 p.m. with "Twilight Interlude" . . . Monty Hall is emcee for the daily 15-minute broadcasts for the Race of the Nation's Walkathon in progress near Robbinsdale, Minn. . . . Gertrude Lewis was sent to Rochester, Minn., last Saturday to cover the woman's angle on the Piccard flight into the stratosphere. Her assignment was from Transradio in New York. She met and interviewed Jeanett Piccard, wife of the noted Belgium scientist.

Marion Cole, conductor of WMCA's "Hitching Your Hobby" series, will have the tables turned on her when she is interviewed by David Miller,

staff announcer for WMCA, on Tuesday at 11:00 a.m.

Ray Heatherton now has three regular summer shows via WABC. He's the Monday evening fixture with HOLLACE SHAW on the "Song Time" series. Has his own spots on Monday at 5 and Friday at 6.

Three more members of the President's Cabinet will be brought to CBS listeners on the current "Cabinet Series" programs. Arrangements for the talks are made by CBS's Department of Public Affairs. The new additions are: Harry H. Woodring, Henry A. Wallace, and Harold L. Ickes. Broadcasts are scheduled for Fridays, 10:30-11 p.m.

Bill Brown, sportscaster at WHO, Des Moines, interviewed Jack Dempsey, former world heavyweight champion, during his daily broadcast July 19. Dempsey was in town here to referee a fight card at Riverview Park.

The "Songfellows" of WHO left on their vacation yesterday, but their regularly scheduled programs will continue by transcriptions.

"John Gabriel Borkman" is the next production in the Ibsen series being presented by the radio division of the WPA over WQXR on Tuesdays at 9-10 p.m. Donald MacFarlane directs. Charles Crumpton is production manager.

Robert Evans, announcer at WSPD, Toledo, is house hunting. He will marry Irene Osborn, who formerly sang with Maurie Sherman's orchestra in Chicago, next month.

DES MOINES

Iowa colleges are presenting their third annual summer series of commercial broadcasts over the Iowa Network, including KRNT-WMT here.

Skelly Oil Co. has renewed for an additional 13 weeks on their Iowa network Skelgas program featuring Les Hartmann and his German Band two quarter-hours a week over WMT-7-KMA. Agency is Blackett-Sample-Hummert.

The Easy Iowa Song Fest, half-hour Community Sing show from the Paramount Theater in Cedar Rapids, has entered its second 13-week cycle and has been extended to include KRNT as well as WMT Sunday afternoons, sponsored by the Easy Washer Co.

General Mills and Socony Vacuum, who have sponsored out-of-town baseball game airings over KSO, will also broadcast Des Moines home games during the second half of the season. Broadcasts are handled by Gene Shumate, Billy Baldwin, KRNT announcer, and Jack Stillwell, KSO-KRNT salesman, are anxious to have it understood they are not Bill Baldwin, WGN announcer and Jack Stillwell, WIRE salesman.

NEW ORLEANS

Al Knowles who used to produce for NBC and CBS in New York and San Francisco, has decided to make his home here and go into business (not radio).

WWL additions: Jules M. (Giddy) Allen, formerly with the Item, to the ad sales staff; Marie Broussard, to greet the visitors and those who have business there; Irvin Timerick, secretary to the manager.

Robert Meyer, radio ed of Item-Tribune, is now also drama editor of the Item, Morning Tribune and Sunday Item-Tribune.

INDIANAPOLIS

Earl Lewis, WIRE chief engineer, went to Kansas City to address mid-western division of Institute of Radio Engineers on "Directional Antennae Systems."

Bing Crosby program will be heard over WIRE starting July 29.

Roy E. Blossom, WFBM manager, is vacationing in Bermuda.

Frank Sharp, program director at WFBM, busy rearranging spotting of CBS daytime script shows.

San Francisco

Ned Tollinger subbing for Benny Walker, emcee of "Woman's Magazine of Air," Walker has been indisposed.

Marie Baker, joins the National Players, NBC dramatic group, and wins a fat role in "Memory Lane."

Dr. William Van Wyck, lecturer, formerly KFRC attraction, did a CBS-KSFO spot Monday, on the audience angle of the streamlined Shakespeare series.

Jerry Bundson, CBS p. a., and Herb Caen, radio ed. of Chronicle spent Friday and Saturday in Sacramento with Benny Goodman and returned more "Goodman-goofier" than ever.

Bill Wright of the Al Pearce show and Jack Hasty, agency writer, vacationing here and meeting old friends at NBC.

Benay Venuta, and husband also in town. She started here at KJBS and KPO.

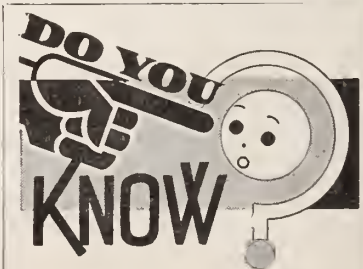
Marvin Adams back on the engineering staff after several months on eclipse expedition.

Bernard McOwen starts a series of ghost stories today over KLS.

KYA's mikeman Richard Deasy doubling in brass there—now both announcer and vocalist. Leon Churchon, program director, needed a baritone—couldn't find one. Deasy limbered up. Okay.

F.T.C. Cases

Tinytone Radio Co., Kearney, Neb., has entered into a stipulation with the Federal Trade Commission to discontinue certain unfair representations in the sale of Tinytone Pocket Radios and Tinytone Midget Portable Radios. Among representations used in advertising which are to be abandoned by the respondent company are: That the pocket radios have a range of 50 miles or greater under favorable conditions; that they are all-wave sets capable of being used everywhere and of working without aerials, and that they may be used to tune in on all short waves for all police or all airplane calls and may be employed while walking or while riding in cars or on bicycles, unless this latter representation is qualified to indicate the equipment and conditions necessary to produce these results.



Radio manufacturers sold \$500,000,000 worth of sets in 1936.



RADIO DAILY

Serving the Better Interests of Commercial Radio and Television



VOL. 2, NO. 16

NEW YORK, N. Y., FRIDAY, JULY 23, 1937

FIVE CENTS

Offers AFM Disk Plan

WLTH STARTS ACTIONS TO RETAIN FACILITIES

In an effort to retain its broadcasting facilities, which, under a recent FCC ruling, are to be assigned to WBBC along with WARD, both of Brooklyn, WLTH ("The Voice of Brooklyn") has instituted two proceedings in the U. S. Court of Appeals for the District of Columbia. One of the actions is a notice of appeal from the FCC decision of June

(Continued on Page 8)

Kennedy-Kendall Series Starts Agency Dispute

Following an announcement last Monday that Kendall Refining Co., Bradford, Pa., had signed John B. Kennedy for a series of broadcasts over WJZ, Jay Lewis, president of Jay Lewis Associates, yesterday told RADIO DAILY that he will bring suit against Batten, Barton, Durstine & Osborn Inc., if the program goes

(Continued on Page 7)

WCAU Producing Show For Penna. on CBS Net

Philadelphia—A one-time program sponsored by the State of Pennsylvania to sell its vacation attractions to the country will be fed by WCAU here to CBS tomorrow night at 10:45-11. On the program, originating

(Continued on Page 8)

80 Stations for Zenith

Chicago—Zenith Radio's fall show, described as the first program originating here using the full NBC-Blue network and auxiliaries, will go coast-to-coast on 80 stations, according to E. F. McDonald Jr., Zenith prexy, who left for New York this week on business.

Down But Not Out

Boake Carter, CBS commentator, is at present doing his three-a-week broadcasts from his home in Philadelphia.

Carter was recently stricken with pleurisy and has been confined to his bed since that time. He has a specially constructed studio in his home that is equipped for transmitting.

Introductory Series

Axton Fisher, through McCann-Erickson, will introduce a new cigaret in a radio campaign to be conducted over WNEW beginning August 16. Name of new ciggie is Zephyr and it will be plugged on a recorded program every Monday, Thursday and Saturday at 10:30-10:45 a.m. Contract is for 13 weeks. Sponsor now has time on same station plugging Twenty Grand Cigaretts.

WRITE-IN OFFERS SHOW SHARP DROP THIS YEAR

Offers and contests on the two NBC and CBS networks for the first half of 1937 reveal a considerable drop in the number of offers on NBC chains as compared with the same period in 1936, while the contests remain almost the same on all three webs for the comparative period.

First six months of 1936 found 255 offers on the NBC-Red and Blue nets, while 38 contests were being conducted at the same time by various accounts. Same period in 1937 shows

(Continued on Page 7)

Sherwin-Williams Co. Plans Spot Campaign

Sherwin-Williams Paint Co., Cleveland, through T. J. Maloney, New York, expects to launch a spot announcement schedule on about 30 stations.

Big Pear Campaign

Seattle — An elaborate advertising campaign is planned for this fall in a National Pear Week, sponsored by producers of winter pears in Washington and Oregon. The Izzard Co. agency here will handle it.

President Roosevelt Lauds Accomplishments of Radio

Oneida Is Preparing Fall Spot Campaign

Oneida Community Ltd., Oneida, N. Y. (Tudor Plate) is preparing a spot campaign for the fall. Batten, Barton, Durstine & Osborn Inc. has the account.

Less Drastic Proposals for Regulating Transcriptions is Offered by Clark Wilson, S. F. Union Chief

ET MANUFACTURERS HERE FOR AFM BOARD MEETING

Apprehensive electrical transcription and phonograph record manufacturers from out of town are beginning to arrive for the purpose of attending the conference with the Executive Board of the AFM scheduled to meet next Monday, but according to AFM executives the general plan of the AFM will be pretty well set the day before. AFM officials have decided to call a closed meeting of the executive board for Sunday

(Continued on Page 8)

New 5-Year Agreement Signed by KMBC and CBS

Series of conferences between Arthur Church, KMBC president, and Herbert V. Akerberg, CBS vice-president in charge of station relations, over a renewal of the present KMBC-CBS contract has culminated in a five-year extension being signed between the parties. New contract runs until 1942. No increase in network rate will be made.

Presto Sales Up 265%

Presto Recording Corp. reports 265 per cent increase in sales for first half of this year compared to same period in 1936. Shipments of instantaneous recording equipment to foreign stations have been heavy since March, and recording activity was given impetus by the Hindenburg

(Continued on Page 7)

An alternative plan in regard to the regulation of electrical transcriptions and records has been submitted by Clark Wilson, American Federation of Musicians chief in San Francisco, who is on his way to New York for the AFM executive board meeting on Monday. Wilson's plan is offered in contrast to the one drawn up by James Petrillo, musicians' union head in Chicago.

Claiming that it will be impossible to eliminate the use of transcribed music on the air, Wilson summarizes the highlights and expected accomplishments of his proposal as follows:

(1) It would spread work through guaranteeing local musicians a full number of minimum hours, regardless of the stations' use of canned music and remote pick-ups.

(2) It is to the station managers' advantage through averting a possible serious situation with respect to transcriptions and dance band remotes, while at the same time not placing an insupportable burden on the various stations' incomes.

(3) Would raise performance levels and benefit public and local advertisers by assuring local musicians of a living wage regardless of whether commercial shows are done with live or transcribed talent. Improvement would be evidenced in smaller communities where 100 and 500 watt stations have been using canned music and non-union talent almost exclusively.

(4) Would constitute a strong wedge whereby AFM could go into smaller cities and effectively organ-

(Continued on Page 8)

Warning Signal

Berlin — A radio receiving set attachment has been developed in Germany whereby a shrill sound is emitted when the broadcasting station wishes to call attention of listeners to an unusually important piece of news or to warn against some danger. When attached, alarm works even when radio is turned off.

Washington Bureau, RADIO DAILY
Washington — Accomplishments of the radio in a comparatively short time are highly praised, and the industry's future potentialities are cited, in a letter sent yesterday by President Roosevelt to Lenox R. Lohr, president of NBC, on the occa-

(Continued on Page 8)



Vol. 2, No. 16 Fri., July 23, 1937 Price 5 Cts.

JOHN W. ALICOATE : : : Publisher

DON CARLE GILLETTE : : : Editor

MARVIN KIRSCH : : : Business Manager

Published daily except Saturdays, Sundays and Holidays at 1501 Broadway, New York, N. Y., by Radio Daily Corp. J. W. Alicoate, President and Publisher; Donald M. Mersereau, Treasurer and General Manager; Chester B. Bahn, Vice-President; Charles A. Alicoate, Secretary; M. H. Shapiro, Associate Editor. Terms (Post free) United States outside of Greater New York, one year, \$5; foreign, year, \$10. Subscriber should remit with order. Address all communications to RADIO DAILY, 1501 Broadway, New York, N. Y. Phone Wisconsin 7-6336, 7-6337, 7-6338. Cable address: Filmday, New York. Hollywood, Calif.—Ralph Wilk, 6425 Hollywood Blvd. Phone Granite 6607.

Entered as second class matter April 5, 1937, at the postoffice at New York, N. Y., under the act of March 3, 1879.

FINANCIAL

(Thursday, July 22)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Am. Tel. & Tel.	171 ³ / ₈	170	171 ³ / ₈	+ 1 ³ / ₈
Crosley Radio	22	21 ¹ / ₂	22	+ 1 ¹ / ₂
Gen. Electric	58 ¹ / ₄	57 ³ / ₄	58	+ 1 ¹ / ₄
North American	27 ³ / ₄	27 ¹ / ₄	27 ¹ / ₄	+ 1 ¹ / ₄
RCA Common	9 ¹ / ₈	9 ¹ / ₈	9 ¹ / ₈	+ 1 ¹ / ₈
RCA First Pfd.	70 ³ / ₈	69	70	+ 1
RCA \$5 Pfd. B.	19 ³ / ₈	18 ³ / ₈	19 ³ / ₈	+ 3 ³ / ₈
Stewart Warner	37	36 ³ / ₄	36 ³ / ₄	+ 1 ¹ / ₂
Zenith Radio	13 ¹ / ₄	13 ¹ / ₄	13 ¹ / ₄	+ 1 ¹ / ₄

NEW YORK CURB EXCHANGE

Hazeltine Corp.	15 ³ / ₄	15 ³ / ₄	15 ³ / ₄
Majestic	4	4	4 ¹ / ₈
Nat. Union Radio	1 ³ / ₄	1 ³ / ₄	1 ³ / ₄

OVER THE COUNTER

	Bid	Asked
CBS A	30 ¹ / ₄	31 ¹ / ₄
CBS B	30 ¹ / ₄	31 ¹ / ₄
Stromberg Carlson	13	15

WQXR Adds to Sales Staff

Albert N. Socolow, formerly of the local display advertising staff of the New York American, and John M. Murray, formerly of the advertising staff of Esquire, have joined the sales department of WQXR, under Norman S. McGee, sales manager.

McGee said the increase in personnel is in anticipation of increased advertising schedules in the Fall, when WQXR enters its second year as a commercial station.

Farouk Coronation on CBS

CBS will broadcast the coronation ceremonies of King Farouk of Egypt July 29. Broadcast, which will be relayed to CBS by the British Broadcasting Corp., will be heard at 4:20-4:30 p.m.

Beatrice Fairfax Auditioned

Beatrice Fairfax was auditioned by Batten, Barton, Durstine & Osborn Inc. at CBS on Wednesday for Silver Dust, a BBDO account.

MARTIN BLOCK'S "Make-Believe Ballroom"

A WNEW FEATURE
1250 Kc.

10 TO 11 A. M. □ 6 TO 7:30 P. M.

Monopoly on Anniversary Greetings

Cedar Rapids, Ia.—Birthday and anniversary greeting monopoly at WMT is held by the station's oldest account, Kerwin's Clothiers of Waterloo. Kerwin's had been on WMT since station opened in June 1928; originally sponsored daily five minute news flashes. Had cancelled in February, 1935, for one-week series of 30 word station break spots, and in September for 26-time series of similar announcements, which ran two months concurrently with Sports Chatter, five minute daily sports resume sponsored for four months by Kerwin's. On Jan. 17, 1936, they signed for one week series of 60 word spots, and on January 27 came on for a year with "Happy Birthday to You," five-minute participation show on Cornhuskers program, daily except Saturday and Sunday. Show now in its second year, on 52-week renewal contract.

New WNEW News Schedule

With signing for 20-hours-daily International News service, WNEW has inaugurated a new schedule of newscasts. Starting Monday, Richard Brooks will handle three 15-minute INS periods daily. Harold John Adonis's New Jersey Bulldog program, the Pollen News, N. Y. Evening Journal News and Earl Harper's daily sports resume also continue. The WNEW news department under direction of Larry Nixon will keep a 24-hour watch on news breaks.

Gladys Miller on Faculty

Gladys Miller, president of Service Programs Inc., has been appointed to the faculty of the School of Retailing of New York University. Miss Miller is a noted merchandiser and was responsible for the Bigelow-Sanford Co. "Hollywood Room Recipes" network and disk series.

"3 Funsters" Continuing

Although Bill Hanson, Vincent Howard and Jim Brennan are leaving Monday for the coast to do some film work, their WMCA program known as "The Three Little Funsters" will continue to be scheduled over the station. Other talent will be recruited for the shows for the six weeks that the "Funsters" are away.

3 Canadian Stations Renew

Three Canadian stations have renewed yearly contracts with Star Radio Programs Inc. for the Scriptfolio. They are CJCA, Edmonton, Alberta, CFQC, Saskatoon, Saskatchewan, and CJCJ, Calgary, Alberta. Star Radio is supplying programs to at least one station in every province in the Dominion.

"Not for Ladies" as Coaster

"Not for Ladies," with Ben Alexander as commentator, becomes a coast-to-coast program July 28. The weekly quarter-hour, which will be on the NBC-Red network, 5-5:15 p.m., chats about the men of Hollywood.

Charles Benford in WOR Series

Charles Benford has been signed by WOR for a new series of editorial news comment beginning Monday. Programs will be heard Monday through Thursday, 9-9:15 p.m. and Sundays, 7:15-7:30 p.m. Benford comes to WOR from WOL, Mutual affiliate in Washington.

Art Millet to Be Busy

Art Millet, CBS staff announcer, on July 27 will step into the announcer's role on the "Hammerstein Music Hall" for five weeks, while John S. Young, the show's regular announcer, goes on vacation. Millet is also cast as announcer-narrator on the new Bayer Aspirin series, "Second Husband," starring Helen Menken, to start over CBS on Aug. 3. He is heard currently as announcer on the daily "Our Gal Sunday".

Tax Receipts Off Slightly

Washington Bureau, RADIO DAILY

Washington—A slight drop in tax receipts from sale of radios and phonograph records is shown by the Treasury Department Bureau of Internal Revenue in its report for last month.

Receipts for June, 1936, are listed at \$442,696.37, while for the same period in 1937, total receipts amounted to \$394,641.50.

Cast for "Hello, Peggy"

Cast of "Hello, Peggy," the Drackett Co. (Drano) serial opens Aug. 4 on the NBC-Red network at 11:45-12 noon, will include Alan Bunce, Eunice Howard, Jackie Kelk and Andy Donnelly as its regular members.

Petro A. Galvin with Furman

Petro A. Galvin, formerly with KEW, Mexico City, is now associated with Norman B. Furman Inc., foreign language advertising agency.

Galvin will head the Spanish and French departments.

Script Library in Far Points

Script Library has added KINY, Juneau, Alaska, and KGMB, Honolulu, to its list of subscribers. The Library's material is now being heard in 18 countries besides the U. S.

Two Join WFMD Staff

Frederick, Md. — Chet Clarke of Washington and Hugh Ferguson of the WCAU dramatic staff, Philadelphia, are recent additions to the announcing staff at WFMD here.

Donald Peterson

PRODUCING

JUNIOR G-MEN of AMERICA

WOR—5:45 P.M.

M.W.F.

COMING and GOING

HAL MOORE of the CBS publicity department leaves Monday on a three-week vacation to the southwest.

TOM FOLEY of N. W. Ayer agency has returned after a nine-week business trip with the Al Pearce show.

RAYE WRIGHT, NBC actress, leaves shortly for a vacation in Canada.

GENEVIEVE PACE, general manager of the Script Library, leaves tomorrow for a two-week vacation.

ANN PRICE, secretary to Mack Goldman at Harms, leaves tomorrow for a two-week vacation in the Catskills.

DONALD FLAMM, president of WMCA and the Inter-City Network, returned yesterday from a five-week trip abroad.

CLARK WILSON, AFM union head in San Francisco, is en route to New York to represent his territory in the executive board conference.

JOSEF ISRAELS, WNYC commentator, is spending a two-week vacation in Maine.

COMMANDER E. F. McDONALD JR., president of Zenith Radio Corp., is in New York from Chicago on business.

KELVIN KEECH is due back today from a cruise to the West Indies.

E. P. H. JAMES, NBC sales promotion head, leaves today for a week's vacation trip through Washington and points south.

MILTON BLINK of Standard Radio's Chicago offices, is in town for week, and will attend the AFM confab.

IRA GRIMSHAW of the NBC legal department leaves today on vacation trip to the Midwest.

HERBERT R. EBENSTEIN, president of Atlas Radio Corp., left yesterday on a tour of mid-west and southern radio stations.

CHARLES CONTENT, assistant chief engineer of WOR, leaves today for a three week vacation in Montana. He will visit radio stations throughout the Northwest.

CHARLES SINGER, supervisor of WOR transmitter, leaves tomorrow for a two-week vacation in Belmar, N. J.

CAMERON KING, WOR announcer, leaves tomorrow for Newport, where he will cover the America Cup Races July 31.

PAUL ROBINSON, harmonica player, goes to Chicago to appear at the Chicago Theater the week of Aug. 6.

WMCA Plans to Review London Legit Premieres

Premieres of legitimate plays in London will be reviewed over WMCA from reports cabled by J. W. Marriott, British author and critic, under arrangements completed by Donald Flamm, president of WMCA, who returned yesterday from a five-week trip abroad. The five hours' difference in time between London and New York will work favorably at this end.

"Thank you!"

... The National Radio Register reminds you there is much excellent talent available. It is a definite asset in casting shows; prompting the use of performers one can't always keep in mind."

Frances von Bernhardt of World Broadcasting System

NATIONAL RADIO REGISTRY

415 Lexington Ave., at 43rd, N. Y.

Vanderbilt 3-8157

. and can she write!



. . . This is Miss Jane Faunce . . . and by now you've noticed the little gadget on her swim suit . . . it's her Olympic Swim team shield (alright then, you knew that!)

Then you know what her "by line" means for audience appeal . . .

Well . . . She's writing our feature

"THE WEAKER SEX"

. . . Which in short is all about what women are in the news and why . . . besides some slants on femme athletes she knows so well . . .

It's a breezy, snappy feature . . .

Write for sample script

These radio news features are expertly written *for radio*. They require only one announcer for production. Because so many stations are using the features successfully, the prices are amazingly low.

- **IT'S A FACT (ODDITIES)** •
- **THE NEWS OF THE WEEK** •
- **HEROES OF THE WEEK** •
- **TWENTY YEARS AGO** •
- **YOUR BASEBALL REVIEW** •
- **ANIMALS IN THE NEWS** •
- **RAINBOW REVERIES** •
- **SHORT TAKES FROM HOLLYWOOD** •
- **THE WORLD OF SCIENCE** •
- **BAFFLING CRIMES OF THE WEEK** •

Write, Wire, Phone, or Teletype

VAN CRONKHITE ASSOCIATES, INC.
360 North Michigan Ave.
Chicago

' ' R A D I O ' S O N L Y N E W S C O U N S E L L O R S ' '

★ F. C. C. ★ ACTIVITIES

HEARINGS SCHEDULED

Sept. 8: WCMJ, Ashland, Ky. Mod. of license to change frequency and increase power to 1120 kc., 250 watts, 1 KW. LS., unlimited.

Broadcasters, Inc., Gastonia, N. C. CP for new station. 1420 kc., 100 watts, 250 watts LS., unlimited.

Chickasha Daily Express, Chickasha, Okla. CP for new station. 1500 kc., 250 watts, daytime.

Sept. 9: Frontier Broadcasting Co., Cheyenne, Wyo. CP for new station. 1420 kc., 100 watts, 250 watts LS., unlimited.

The Journal Co., Milwaukee. CP for new station. 1570 kc., 1 KW., unlimited.

Mid-Atlantic Corp., Washington. CP for new station. 1570 kc., 1 KW., unlimited.

Trenton Times, Trenton, N. J. CP for new station. 1570 kc., 250 watts, unlimited.

The Metropolis Co., Jacksonville, Fla. CP for new station. 1290 kc., 250 watts, unlimited.

Sept. 10: Citizens Broadcasting Corp., Schenectady. CP for new station. 1240 kc., 1 KW., 5 KW. LS., unlimited.

Hearst Radio, Inc., Albany, N. Y. CP for new station. 1240 kc., 1 KW., unlimited.

Thomas J. Watson, Endicott, N. Y. CP for new station. 1240 kc., 1 KW., unlimited.

C. P. Sudweeks, Spokane. CP for new station. 950 kc., 500 watts, 1 KW. LS., unlimited.

KGA, Spokane. Mod. of license. 950 kc., 1 KW., 5 KW. LS., unlimited.

WEED, Rocky Mount, N. C. Mod. of license. 1240 kc., 500 watts, unlimited.

Radio Station WFNC, Fayetteville, N. C. CP for new station. 1210 kc., 250 watts, daytime.

Hampden-Hampshire Corp., Holyoke, Mass. CP for new station. 1240 kc., 500 watts, 1 KW. LS., unlimited.

Capitol Broadcasting Co., Inc., Raleigh, N. C. CP for new station. 1210 kc., 100 watts, 250 watts LS., unlimited.

Sept. 15: Evanston Broadcasting Co., Evanston, Ill. CP for new station. 1020 kc., 250 watts, daytime.

Ohio Broadcasting Co., Steubenville. CP for new station. 1310 kc., 100 watts, daytime.

Gerald Travis, La Porte, Ind. CP for new station. 1420 kc., 250 watts, daytime.

Betty Caine in "Tale of Today"

Chicago—Betty Caine, young NBC actress, has been signed by Princess Pat as new star of "A Tale of Today", succeeding Joan Blaine, who resigned to go to New York.

AD AGENCIES

PAUL NEWMAN, vice president and art director of Erwin, Wasey & Co., New York agency, is the subject of a striking color photograph reproduced on the cover of Scribner's Magazine, August issue, which makes its appearance on the nation's newsstands July 27.

DOWD & OSTREICHER ADVERTISING, Boston, has been appointed to handle the advertising appropriation for Baltimore Club Distilling Co., New York.

HENRY BELLOWES, for. CBS v.p., is to be public relations director for General Mills, which has retained B.B.D. & O. to assist in its publicity and public relations work. Radio accounts are handled by Blackett-Sample-Hummert and Knox-Reeves.

J. CARSON BRANTLEY agency of Salisbury, N. C., has renewed contracts for its client, Stanback Co., on WWL, New Orleans, and WALR, Zanesville, O., besides placing a new contract on WAIR, Winston-Salem, N. C. Brantley also gave WAIR a 15-minute show for another client, Duke Power Co.



● ● ● Rex Chandler's Sunday night concerts for Ford will switch to Saturdays in Sept.... Joseph Bonheme will conduct the Vaseline show in October—which will feature a juvenile revue.... Eddie Elkins goes into Reilly's in Saratoga on Monday.... Cal Tinney, the hillbilly columnist, is signed by the "First Nighter" sponsor for a Sept. show coming from Chicago in which he'll do a "Will Rogers".... Other talent not set.... Lucille and Lanny auditioned by Young & Rubicam yesterday for a big show.... Judy Starr comes into the Loew's State on Aug. 12 prior to the Ed Wynn musical for which she's signed.... Dave Vine auditioned for the Gulf show.... Charlie Gordon resigned from Santly-Joy and will go to a flicker music firm.... Gus Arnheim made four Brunswick recordings yesterday for Joe Higgins.... Dorothy Howe, former vocalist with Art Shaw, will be at the New Yorker with Phil Napoleon.... WMCA has sent the Hollywood Theater building lease back to the owners with revisions—and if it's signed the station will be located over Lindy's—making it very easy for Bill Weisman and Bert Lebar.... Elmer White lost his straw hat yesterday and accuses Sid Silvers of being at the bottom of it!

● ● ● Larry Roller, director of public events and special features for WHK-WJAY, Cleveland, has gone into racing as a jockey.... "Whoa Babe," WJAY's Thursday feature, presented the spectacle of the benign Mr. Roller tearing around a pony track at the Great Lakes Exposition with a short-wave transmitter on his back, attempting a description of the "Expo Handicap".... Competing with the best mounts at the track, he was given a 50-50 chance to win because of the ages of other jockeys in the race—ranging from 5 to 10 years.... Originally intended to do a remote show from a merry-go-round, Roller and Bev Dean, continuity head, and Gill Gibbons, sportcaster, traveled the grounds—but couldn't find a merry-go-round even though they DID see Billy Rose—so they muscled-in on the kids' fun.

● ● ● Unless Warners continue to hold Dick Powell out for a show of their own, the crooner will be starred on the Werner Jessen Sunday show.... Gus Haenschen's Pet Milk show which has been off during the summer returns Oct. 2 with 70 CBS stations.... Ed Hurley will do publicity under Irving Strouse for Paul Whiteman.... Milton Cross replaces Ford Bond as wordslinger on the Vox Pop show.... Ted Malone of "Between the Book Ends" will have two pages in Pictorial Review starting with the Nov. issue, on that feature.... Kay and Buddy Arnold will do six weeks on the 3 Little Sachs time while the trio goes Hollywood.... Damon Runyon goes network commercial this fall under the production sponsorship of Columnist Marcus Griffin and Larry Hammond.... Runyon will ad lib side remarks on the Griffin-Hammond dramatizations of his short stories. The trio have signed a three year pact.... Russ Morgan reopens the French Casino Aug. 19.... CBS publicity dept. have discovered something that should interest Freddie Rich or Mark Warnow: By working their typewriters simultaneously, the bell-ringing of the margin release causes musical notes.

● ● ● Another story from WHK, Cleveland, which will particularly interest Stan Shaw and Martin Block.... Carl Mark conducts a "Night Owl Club" show in which he asks the listeners to phone in their requests for tunes to be played. Among the 700 weekly calls, he has been receiving one persistent request for "Sweet Leilani".... Mark didn't have the recording and announced this fact.... However the matter came to a head last Saturday while Mark was in the midst of a show and a commotion was heard outside the studio.... The door flew open and in marched a determined middle-aged woman, who advanced to the turntable, slapped down a record of "Sweet Leilani" announcing loudly and distinctly "NOW tell me you haven't got it!"

ORCHESTRAS MUSIC

A SWING SESSION starting at 1 o'clock after midnight Saturdays, and continuing until wee a.m. will be inaugurated tomorrow by WBBM, Chicago. Titled "Swing Around the Town with the WBBM Air Theater," show will have Ken Ellington as commentator. Jam session will feature a parade of swing crews including Horace Henderson, Roy Eldrige, Don Chiesta, Charlie Engles and Bernie Cummins, from their respective spots.

"Doc" Daugherty and his music will hold forth at Parker's Marine Grille, Beach Haven, N. J., for the entire season.

Jimmy Cavallaro, violinist, and Don Raphael, organist, are back on WELI, New Haven, with a twice-weekly sustainer emanating from Dreamland Theater.

"Am I in Love" will be the "hit of tomorrow" on Guy Lombardo's program Sunday over CBS at 5:30 p.m.

Bob Peary has joined the Consolidated Radio sales force in Chicago. The ork leader, formerly at Casino Parisienne, continues his band on the side.

Jimmy Dorsey and orchestra slated to play Modernistic ballroom, Milwaukee, July 25, with a broadcast over WTMJ.

Roy Shield and his 75-piece orchestra will be heard Wednesday at 9-10 p.m. over NBC-Blue network with Vivian della Chiesa, NBC soprano, in the first of three broadcasts from the Grant Park concert shell in Chicago. Shield and the NBC orchestra also will be heard on Aug. 24 and Sept. 3.

GUEST-ING

RANDOLPH SCOTT, in place of Madeleine Carroll, on "Sealtest Sunday Night Party," July 25 (NBC-Red, 10 p.m.).

PAT O'MALLEY, on Benny Goodman program, July 27 (CBS, 9:30 p.m.).

AKIM TAMIROFF, interviewed by George Fischer, tomorrow (Mutual, 10:15 p.m.).

ATTILIO BAGGIORE, NBC tenor, on Chase & Sanborn Hour, July 25 (NBC-Red, 8 p.m.).

JOHN GRIFFIN, tenor, and BERT LYTELL, on "Hammerstein Music Hall", Aug. 13 (CBS, 8 p.m.).

GIERSDORF SISTERS, on "Johnny Presents", July 27 (NBC-Red, 8 p.m.).

FOUR STARS (girl quartet), on Mark Warnow program, July 27 (CBS, 8 p.m.).

OLYMPÉ BRADNA, starlet of Paramount, interviewed by George Nobbs on Movie Club, tonight (WHN, 8 p.m.).

ETON BOYS, on Gulf Summer Show, Aug. 15 (CBS, 7:30 p.m.).

HOLLACE SHAW and BOB GIBSON, on "Hammerstein Music Hall", Aug. 27 (CBS, 8 p.m.).



GENERAL MILLS (through Black-Gott-Sample-Hummert) casting about for new lead for juvenile serial "Jack Armstrong, All American Boy," due back Sept. 27, now that Jim Ameche, Don's brother has gone to Hollywood. Jim has signed with Paramount and will do first picture work with Dorothy Lamour in "Ensenada."

Bob White, former Chicago radio writer and producer, now a writer for Warner Bros., renewing studio acquaintances here.

"Nothing But the Truth" with Alex McQueen, sponsored by Bathasweet on WGN, is folding Aug. 6. Sponsor said to be considering putting his WOR show on the Mutual network.

Lynn Brandt is describing the \$10,000 three day Chicago Open Golf Tournament at Medinah Country Club for NBC. Using a beer mug mike.

The Four Bachelors of the College Inn are now three—and Henry Russell, baritone, who brought the change about has forfeited \$100. Russell, with Bob Rice, Bobby Borger and Jack Gifford, some months ago chipped in \$100 each to guarantee their staying single. Last Sunday Russell and Cuquita Rivera, Mexican singer, eloped.

Clark Dennis, NBC tenor, engaged as soloist at Riverside Theater, Milwaukee, week of July 24.

Marie Nelson of "Bachelor's Children" to start her vacation (first in 15 years) Aug. 1 at South Haven, Mich.

"Lights Out," NBC's midnight horror drama, has been withdrawn to see whether listeners are still demanding this sort of fare. Arch Oboler writes the series.

Jerry Marlowe and Irma Lyon, NBC piano duo, are providing accompaniment for Lucy Monroe at the Palace Theater starting Friday.

Steve Trumbull, former CBS publicity chief, and now Miami newspaperman, is here to sail with Fran Byrne, Times fotog, in Mackinac yacht races tomorrow.

Yank Taylor, former radio editor of the Times, back from a season in Florida and has set up radio writing office.

Tom Dunlop, WJJD studio engineer, summoned to Orillia, Canada, by death of father.

Swift's Junior Nurses corps performers—Lucy Gilman, Bill Amsdell and Helena Ray—back from tour of Pacific coast. Swift's will be back on air in fall but is having troubles finding suitable hour and stations. CBS was used last year.

Frances Wallertz, high school prima donna, starred on new CBS hour titled "Bon Voyage." Urban Johnson, Howard Neumiller, pianist, and dramatic cast used.

J. Oran (Buck) Weaver, WBBM news editor, to visit Mexico City on his vacation. R. C. Elpers, CBS salesman, and Urban Johnson, sound effects, just back from trip below Rio Grande.

NEW PROGRAMS—IDEAS

Manslaughter Trials Dramatized

KVOD, Denver, has offered another safety campaign to its listeners. New feature, entitled "The Judge Tells His Story," dramatizes actual manslaughter trials of persons taken into criminal court for killing someone with an automobile. Program is heard each Wednesday at 8:45 p.m. Mountain Time.

The scenes open in the home of Judge Gilliam, who supposedly is entertaining Ginsberg each Wednesday evening. Then, at the crucial moment, the scene shifts to a courtroom where the persons accused are on trial. Testimony with direct relation to the case is carefully gone over by Harry Hill, KVOD News Editor, and incorporated into the programs.

The KVOD Players, under the direction of Jay Daniels, and including Dorothy Mendelsohn, Victoria Doherty, C. Norman Lasky, and Preston Frenzel, handle the programs.

Swimming Pool Serenades

The Waterloo studios of WMT, Cedar Rapids-Waterloo, are presenting a ten-week series of shows produced directly from Shanks' Swimming Pool in Waterloo. Programs run at 10:45-11:30 each Saturday morning, with 15 minutes dedicated to youngsters with the amateur yen, who sing, tap dance, recite or anything else they feel like doing. Fifteen minutes goes to WMT German Band, in a presentation of old-world tunes popular in the WMT territory. The remaining quarter-hour is filled with swimming races, with the announcer using a grounded mike in the pool.

Sponsors donate gifts for race-winners as well as children appearing on the show.

"Gee" Walker on Mich. Web

Detroit—Gerald "Gee" Walker, the Tigers' slugging outfielder, made his debut Tuesday in a sponsored program over WXYZ and the Michigan Radio Network. Program is titled "Gerald Walker on the Spot," sponsored by Peter Pan Bakeries. Walker works with Bob Evans, local sports announcer, answering baseball questions submitted by fans.

WLTH Quiz Program

WLTH will inaugurate a question bee on Sunday at 10:30 p.m. Session, conducted by Jacob Lehrman, will be held in the station's studio theater, with six contestants being drawn from the audience. There will be a \$5 prize to the winner and other prizes for the remaining contestants. It is planned later to have members of specific professions compete among their own classes.

Harrington for Sinclair

Chicago—Sinclair Refining has signed John Harrington for nightly news comment period titled "The Headliner" on WBBM, through Federal Advertising Agency. Started yesterday.

Series on Peace

"The Road to Peace," dedicated to the cause of world amity in general and American neutrality in particular, is a new series starting Tuesday at 9:45-10 p.m. over WMCA. The programs, which will originate in WOL, Inter-City key station in Washington, will present people prominent in behalf of American neutrality and organized peace movements.

Under the sponsorship of the National Council for the Prevention of War, the speaker this Tuesday will be Paul Harris, Jr., a staff official of the Council. He will be interviewed by Gilbert Stinger on the subject "When Voters Veto War."

"Personal Observations"

A series of "personal observations" on subject matters ranging from dogs and travel sights to Connecticut historical reminiscences will be presented by Chloe Arnold, former newspaperwoman and magazine contributor in a new WICC series to be heard on Friday afternoons starting July 30 at 2:15-2:30 p.m.

Miss Arnold brings to the WICC microphones a wide experience and interest gained in her travels and journalistic experiences. Starting her career as a staff member of the Bridgeport Herald and Bridgeport Post, she has been a staff member of the N. Y. Sun and Washington papers, contributing consistently to the American Mercury and Delineator magazines.

"See America First"

A once-weekly program designed exclusively for motorists planning summer vacations has been inaugurated by WFMD, Frederick, Md. The series is captioned "See America First."

Will Air "On to Alaska" Party

Detroit—The annual "On to Alaska with Buchanan" group of boys and girls numbering over 40 who left Detroit this week for a personally conducted tour of the northland by George E. Buchanan, Detroit capitalist and philanthropist, is accompanied this year by Betty Roberts, in charge of Women's Activities at WJBK here. Miss Roberts will conduct broadcasts by members of the group in many of the cities which the party visits, including St. Paul, Winnipeg, Vancouver, Seattle and Portland.

The journey will cover some 8,000 miles, and includes many of the northwestern states and Canada as well as Alaska. The party will return in about three weeks.

Schipa at Grant Park Aug. 11

Chicago—James C. Petrillo has engaged Tito Schipa as guest soloist with the Chicago Civic Opera orchestra in the Grant Park public concert, which the networks broadcast, for Aug. 11. Jerzy Bojanowski, noted Polish conductor, will direct the orchestra.



D.R. ALFRED HERTZ, noted San Francisco symphony conductor, takes over Standard Symphony Hour next Sunday, with Pierre Monteaux returning later in the season.

Al Pearce and his gang had 200-odd veterans from Sawtelle Soldier's Home as guests at the CBS Radio Playhouse to "watch the fun go by" Monday night.

Een Beckman, furrier, sponsoring transcribed Club Romance over KNX, 7:45 to 8 p.m. Tuesdays.

Federal Theater of the Air presented "The Life of Thomas A. Edison" over KMPC on Wednesday with an imposing cast including: Joseph Hamilton, as the inventor; Kent Wallace, Robert Cummins, Martin Ashe, Rick McGeehan, Jas. B. Garfield and Carlyle Slewe. Hugh Lester directed the script by Lewis W. Meyer.

Montana Cowgirls now on KFAC daily except Sunday for Todds Clothing Co.

Gino Severi has been re-signed by KFAC to furnish music for "Covered Wagon Trails" indefinitely.

Ferde Grofe planned in to conduct his own composition, "Grand Canyon Suite," at Hollywood Bowl. Accompanying ballet staged by Ada Broadbent.

Vic Dalton back at his KMTR desk after being laid up with an infected foot resulting from stepping on a rusty nail.

Leon Rosebrook resigned musical directorship at KEHE. No successor appointed as yet.

Ken Carpenter stays on the ground while co-worker Buddy Twiss goes stratosphereing in an army Lockheed plane Friday in order to tell the world about it. Originally, Carpenter was to be a passenger also, but plans now are for two-way short wave conversation to be re-broadcast over NBC Blue at 2 p.m.

Hedda Hopper presents a girl "discovery" of her very own on her Wednesday broadcast, and is launching a contest for a suitable professional name for her find over NBC network.

KHJ Staff Additions

West Coast Bureau, RADIO DAILY Los Angeles—Burt Horswell, formerly with WHBL, Sheboygan, and WIBA, Madison, Wis., has joined the KHJ sales staff.

Jim Bannon, formerly of New York and St. Louis, is a new announcer at KHJ.

Dorothy Lamour Extended

West Coast Bureau, RADIO DAILY Los Angeles—Chase & Sanborn has picked up its option on Dorothy Lamour and she will continue on the Sunday night NBC program through December.

Earle Caton Joins WAIM

Anderson, S. C.—Earle Caton, formerly of WSOC, Charlotte, has joined the WAIM, staff as an announcer.

STATION-STUDIO
and
TRANSMITTER

EQUIPMENT

NEW DEVICES
and
IMPROVEMENTS

Latest Technical Developments and Activities in Radio and Television

New Studios and Offices Are Being Built by WFMD

Frederick, Md. — Plans have been completed and work has started on WFMD's new studios and offices. They will occupy the entire third floor of Frederick's Seminary Building. There will be a large theater studio, two medium sized studios, a speakers' studio, an audition room, a spacious reception room and special offices for the entire personnel. New speech equipment will be installed throughout. Studios will be of the latest design. Moving activities will take place this fall.

Improvement Program Is Completed by WTMJ

Milwaukee — WTMJ's tenth anniversary celebration takes on special significance by reason of the culmination of a huge equipment improvement program which saw the acquisition of a new 400-foot, single mast, self-supporting antenna tower; a new Western Electric, all AC-operated, type 355-D1 5 KW transmitter, a W.E. 110-A Program Amplifier (volume limiter); a short wave relay truck; two 50 watt, medium low short wave plants and two ultra-high short wave transmitters. With all of this shiny new equipment, WTMJ can modestly claim to have the most modern and efficient radio plant in Wisconsin.

Art Peck Joins WCCO

Minneapolis — Art Peck, formerly field engineer for KSTP, has joined the staff of WCCO as operations engineer. Peck was trained at the U. of M. and has been in radio engineering work for the past five years.

Russ Person will be transferred from WCCO's master control board to the station's transmitter, it is announced by Hugh S. McCartney, chief engineer.

R. O. Thatcher in Philly

Philadelphia — R. O. Thatcher, NBC technician, arrived here this week to supervise construction of new building to house KYW's new studios and plant. Top floor is planned for television layout.

CHARLES ROSS, Inc.

Formerly Motion Picture Lighting and Equipment Corp.
WE FURNISH
Electrical Lighting Equipment
of Any Kind
FOR RADIO STATIONS
244-250 WEST 49th STREET
New York City Tel. Circle 6-5470-1

NEW PATENTS Radio and Television

Compiled by JOHN B. BRADY, Attorney
Washington, D. C.

2,087,252—Ultra-High Frequency Tube. Ross Gunn, Chevy Chase, Md.
2,087,280—Cathode Ray Tube. Allen B. Du Mont, Upper Montclair, N. J., assignor to Allen B. Du Mont Laboratories, Inc.
2,087,288—Radio Receiving System. Vernon D. Landon, Collingswood, N. J., assignor to RCA.
2,087,307—Mount for Electron Discharge Devices. Newell R. Smith, Bloomfield, N. J., assignor, by mesne assignments, to RCA.
2,087,327—Electron Discharge Device. James O. McNally, Maplewood, N. J., assignor to Bell Telephone Laboratories, Inc.
2,087,408—Paper Condenser. Jacob Katzman, Brooklyn, N. Y., assignor to Nova Electric Corp.

2,087,428—Phase Modulator. Murray G. Crosby, Riverhead, N. Y., assignor to RCA.
2,087,429—Phase and Frequency Modulation Wave Receiving System. Murray G. Crosby, Riverhead, N. Y., assignor to RCA.
2,087,448—Time Controlled Selector. Stephen E. Reymer, Cleveland, Ohio.
2,087,652—Resonance Indicator. Henry D. Oakley, Woodlynne, N. J., assignor to RCA.
2,087,663—Image Dissector. Philo T. Farnsworth, San Francisco, Calif., assignor to Farnsworth Television Inc.
2,087,737—Amplifier Circuit Organization. Especially for Short Waves. Wilhelm Runge, Berlin, Germany. Assignor to Telefunken Gesellschaft fur Drahtlose m.b.H.

"Salt Shaker" Mikes for WADC

Akron—WADC has purchased six "salt shaker" microphones, which improve frequency characteristics of the voice. The new type mike is both uni-directional and non-directional. Change is made quickly by removing baffle from front of mike.

Allan T. Simmons, owner of station, was recently granted a construction permit for a new 100 watt high frequency station. Will be used for experimental work and re-broadcasting of regular programs. Station's new mobile unit (W8XNC-100 watt) will work on remote pick-ups made on short notice. One program employs unit for trailer camp interviews.

Two WTMJ Portables in Use

Milwaukee—WTMJ's visits to various city playgrounds makes much use of its portable s.w. equipment. Two outfits are used for local and distant coverage.

NEW ORLEANS

Owners of WWL and WSMB here are gleeful over the fact that they have hurdled the first hump in their move for greater power, the FCC examiner having reported favorably on WWL's request for an increase 5,000 to 50,000 watts and on WSMB's petition to run 5,000 during day.

But the question as to who is going to win out for the extra 100-watt is still in doubt. Both WSMB and WDSU are seeking the extra station, presenting claims that they are so sold on time now that they cannot serve the community as much as they would like and pointing out what leeway the extra station would give them in their civic-minded ideas. Another 100-watt would be a benefit, especially if those radio row rumors about the Mutual network's expansion into the south eventually are true.

Television Costume Worries

Berlin—Experience so far collected in the Television Studio here proved that the costumes of actors in television plays must be rich in contrasting colors. But pure white is banned, just as dead black, because of its dazzling effect. A dazzling white pocket handkerchief looks like a black spot on the screen of the television receiver. Shining metal pins, brooches and belts must be avoided for the same reason. The rustling of silk may interfere with the dialogue. The same applies to running water. In a play enacted here July 1, "The Caliph's Daughter," a youth had to fill sand instead of the scenario-prescribed water into his jug in order to avoid disturbing noise.

Replacing WSPD Antenna

Toledo—Verne Alston, WSPD chief engineer, is building a new antenna to replace 214-ft. tower which was wrecked by hurricane recently.

ST. LOUIS

Sunny California is a favorite vacationing spot for KMOX radio celebrities. Among those loafing in that state are "Tiny" Renier, program director; Marvin E. Mueller, announcer, and "Pappy" Cheshire, who handles a hillbilly entertaining squad—when on the job.

Harry W. Flannery, news commentator and head of the KMOX news department, is honeymooning in Michigan.

William Cook is doing a good job on the daily "Candid Camera of Radio" program for KWK.

Wright Esser, KWK's production department, has been busy with announcing, filling in during the vacation season. He also scripts the weekly Hyde Park House Party heard every Saturday eve at 10:30.

New W. E. Equipment Described in Bulletins

Three new bulletins have been issued by Western Electric Co. describing and illustrating the latest additions to its extensive line of equipment for broadcast stations. In the first of these bulletins the new 104A, 105A and 106A amplifiers are set forth. Compactness and operation economy are featured.

In the second bulletin, the new 110A program amplifier is described. Being new in principle, this unit will be a welcome addition to any station where the management desires to increase the transmitter's coverage without the necessity of raising the output power rating. The increased efficiency is made possible by virtue of the fact that the device introduces automatic volume limitation, permitting a higher average percentage of modulation to be maintained without danger of over-modulation.

The third bulletin describes the new 23B speech input equipment which is designed for use by stations when the operators ride channel gain by means of the main gain control.

Station Improvements

Springfield, Ill.—WCBS has applied for construction permit to install a new transmitter, along with power jump and change of hours of operation to unlimited.

San Francisco—KYA has applied for permit to use old RCA 1001-B, transmitter as an auxiliary and move its transmitter from 1231 Market St. to Bayview Park, using 1 kw.

Philadelphia — John G. Leitch, technical supervisor of WCAU, will locate his new high frequency transmitter atop a central city building. Will operate on four frequencies with 100 watts.

Install Sound Proof Doors

St. Louis—KMOX has installed in its new studios three new sound proof doors built by Irving Hamlin of Evanston, Ill.

Novel Mike Device

NBC has devised a microphone buffer to control modulation of actors in Shakespearean plays. Gadget is square fence, about waist high, around which cast acts into mike suspended in the center of barrier at eye level.

☆ Program Reviews ☆

Alistaire Cooke

Alistaire Cooke is an English drama critic who won a number of listeners here through his series on NBC the past year or more, having been heard on international hookups in course of the abdication of King Edward and on two other occasions. Favorable comment from its audience prompted NBC to bring the commentator over here and, as he stated in the course of his talk, he is not here as a foreign visitor but as a permanent resident (and citizen eventually).

Wednesdays at 10:45-11 p.m. on the NBC Red network, Cooke delved into matters of 20 years ago and touched on World War angles, finally working up to how the "other half" lives in various climes abroad, and their living standards as compared to ours over here. An item or two touched on the English viewpoint and there was an anecdote relative to the Manchester Guardian, famed British weekly.

Cooke's subdued delivery appears to need closer study from the engineering department to help sharpen his voice, which may be described as a sort of cross between Heywood

Broun and Hendrik Van Loon. He speaks leisurely and with authority.

"Your Hit Parade"

Lucky Strike series maintains an even tempo of entertainment value and convincing type of commercial copy on its NBC Red network series Wednesdays, 10-10:45 p.m. Harry Salter and his orchestra of 35 men offer the leading song hits plus the usual hits of the past, with a variety of rhythms, yet absolutely no blare. Brass is held down to a minimum and the strings and saxophone section is played up in the arrangement, seemingly simple, but very easy on the ears. Arrangements are naturally of the type insisted upon by Lucky, which, in so far as it is concerned, would play the publisher's straight commercial orchestration. However, Salter manages to inject an individual touch and gives each selection an interpretation that reveals a skilled musician and conductor. Two vocal soloists are heard with the band.

Fred MacMurray, movie star, came in for the personal appearance and testimonial on Coast switchover, both talking and singing. Tobacco auctioneer's chant as usual added a novel note.

Write-In Offers Show Sharp Drop This Year

(Continued from Page 1)

NBC offers had dropped to 163 offers and 37 contests were being held during the same time.

CBS had 134 offers on its network during the first six months of 1936, which compares to 117 offers for the first six months of 1937. In first part of 1936, CBS had 26 contests running, while the same period this year gave the chain 25 contests.

Big drop in offers is taken as an indication of more assurance on the part of sponsors that they had a suitable audience for their shows in question and did not need to key the potential draw, also that more advertisers feel that they have the right program and that it is pulling.

1	9	3	7
SUN	MON	TUE	WED
4	5	6	7
10	11	12	13
17	18	19	20
24	25	26	27

Greetings from Radio Daily

July 23

Gale Page John Blair

Gwyneth Neil

July 24

Basil Ruysdael Hollace Shaw

July 25

Ralph Dumke Al Pearce

Kennedy-Kendall Series Starts Agency Dispute

(Continued from Page 1)

on the air Sept. 4, as originally scheduled.

Lewis charges that he holds a verbal contract with Harry Kelly, New York distributor for Kendall, calling for the Jay Lewis Associates to handle radio advertising for the refining company for the current year.

Program in question was cancelled July 16 because of talent conflict with another NBC show. BBDO said that Lewis phoned them yesterday and told them about the threatened lawsuit. Agency declares that Lewis did contact the Kendall people sometime ago with an idea, but nothing was done about it. This happens every day in the advertising field; numerous persons submit ideas to clients but only one can be commissioned, the agency points out. BBDO has been handling the Kendall newspaper, billboard and other white space advertising out of the Pittsburgh office for a long time.

Presto Sales Up 265%

(Continued from Page 1)

crash, Amelia Earhart's takeoff from Miami and the arrival of the Soviet fliers. Anticipating further increased activity, Presto has leased additional space.

Tom Foley Laid Up

Tom Foley of N. W. Ayer & Son publicity department has been out for the past two days with an infected eye. Foley returned early this week from a nine-week tour with the Al Pearce show.

... Radio's own daily newspaper modestly presents a series of 100 unsolicited testimonials as to what Radioland thinks of RADIO DAILY.

NBC

Boston, Massachusetts

"... I think your editors distinguish themselves for timely up-to-minute news on the broadcasting industry. We like RADIO DAILY immensely."

G. A. Harder

KLO

Ogden, Utah

"... We find RADIO DAILY mighty interesting and a valuable adjunct to our daily activities."

Paul H. Heitmeyer

Manager.

KSL

Salt Lake City, Utah

"... Our sincere congratulations on the live-wire way in which RADIO DAILY is covering the radio field."

Earl J. Glade

General Manager

... RADIO DAILY is six months old. It is growing fast. It already has the confidence of a great progressive industry. Watch RADIO DAILY.

ALTERNATIVE ET PLAN IS OFFERED BY WILSON

(Continued from Page 1)
ize local musicians into efficient professional groups.

(5) Would in no sense impair the freedom of national advertisers to use network or transcribed programs at will, nor destroy the recording industry or attempt to limit the legitimate and economically sound functions of advertisers through this medium.

An additional recommendation by Wilson calls for the appointment of regional AFM supervisors to police recording laboratories and systematically check firms to eliminate recordings made with non-union musicians. Wilson also stated that though he felt no malice toward Ascap, he thought it an unfair gesture on the part of musicians to merge with any one publishing or holding company and exclude any, or all, others.

In conclusion, Wilson's recommendation states that he wishes to avoid strong-arm tactics and place no intolerable burdens on the radio industry, especially the 400 small stations.

ET Manufacturers Here For AFM Board Meeting

(Continued from Page 1)
at the AFM offices here and the board will hold an all-day session. Subsequently, either Monday or Tuesday, the disk men will get a look-in.

After the disk men will come the radio broadcasters and network representatives, scheduled to confer later in the week if they so desire. The invitation has been extended.

Strong possibility that the Executive Board will meet somewhere in the RCA building. AFM offices are not large enough and a nearby hotel was thought of at first. Understood that the NAB will have a representative on hand to confer also.

"Wifesaver" Signing Off

"The Wifesaver" program featuring Allen Prescott, on NBC-Red network, fades Aug. 26. Sponsor is Manhattan Soap Co.

ONE MINUTE INTERVIEW VICTOR BAY

"Musicians say there is poetry in music, while poets say there is music in poetry. Now, there is a new statement to dwell upon, and that has to do with the dramatic element in music. Opera lovers and the disciples of classical dancing have long recognized the value of the dramatic effect as enhanced by musical accompaniment. And radio listeners are rapidly reaching the stage where they expect every dramatic program to feature an accompanying orchestra."

★ Coast-to-Coast ★

WILLIAM JOHNSON has been appointed to the sales staff of WSPR, Springfield, Mass., covering the Holyoke area for the station, succeeding Allen Mills, who has resigned.

Q. A. Brackett, president of WSPR, Springfield, Mass. was the guest speaker at this week's luncheon meeting of the Holyoke Rotary Club. He gave a broad discussion of radio, from its mathematical conception in 1865 through its present high degree of perfection.

Ann Elstner, well known stage actress and devoted disciple of Izaak Walton, will take over the WOR-Bob Edge program next Thursday night and talk fishing to the feminine audience. **Lynn Bogue Hunt**, painter of fishing pictures, will be her guest.

Lola Andre, commentator over WRJN, Racine, Wis., is vacationing in northern Wisconsin.

"The Musical Answer Man's" program over WTMJ, Milwaukee, has moved to a three-a-week schedule. **Bob Heiss** is in charge.

Sammy Fuller has been "Uncle Sammy" to countless youngsters all over the world since he has been presenting the KDKA (Pittsburgh) Kid-dies Klub programs. Now he is a daddy. All concerned are doing fine, although it was a serious crisis for the genial papa.

WLTH Starts Actions To Retain Facilities

(Continued from Page 1)

29 denying WLTH's application for a renewal of license, and the second is a petition for a stay order to prevent the FCC from making effective its order and assigning the facilities of WLTH to WBBC.

"WLTH has been in continuous operation since 1925 and has conducted a meritorious and reliable radio broadcasting service in the public opinion," attorneys for WLTH declare. "Appellant is of opinion that there are good grounds why it is probable that the order of deletion may be reversed on its consideration by this court. The termination of appellant's radio broadcasting service pending decision of this court would work irreparable injury upon this appellant through the dissipation of its audience, the extinction of its revenue, the cancellation of its advertising contracts, the loss of its program talent, and in many other ways."

It is claimed that "the action of the commission . . . is void in its entirety as a matter of law in that the facilities of WLTH were attempted to be taken from the appellant and granted to another without publica-

James Marlowe, a lyric tenor, is a new singing "discovery" at Seattle's KOL.

WICC, Bridgeport: **Bess Newell** selected as accompanist for tenor **Ray Generosa** . . . **Walter Osborne Howard**, announcer, vacationing among Cape Cod dwellers . . . **George Tompkins** caused cancellation of "Young Playmates" program due to vacation. New revised edition scheduled for fall.

WELI, New Haven: **Frankie Gar-guilo** returns to sing Sunday afternoons at 1:15 . . . **Pop Bernard** and his boys taking leave till fall.

Betty Phillips, 13 year old songstress on **Ethel Rattay's Junior Entertainment Hour**, heard Saturdays on WPG, Atlantic City, will be presented with **Alex Bartha's Steel Pier Orchestra** in the near future.

Another old fashioned spelling bee will be conducted over WABC-CBS on July 25 between the two teams that tied for honors last Sunday. Participants are 16 Girl Scouts and 16 Y.M.C.A. lads from N. Y. Contestants' age range from 10-14 years.

Vacation time at **WFMD, Frederick, Md.**, off to flying start. Program Director **Bob Longstreet** will start ten day leave this week. Asst. Program Director and Announcer **Deane Long** will take over.

tion by the Federal Communications Commission of any statement of facts or grounds of decision, and without the entry or making of any finding that the action of the Federal Communications Commission would serve or was required by public interest, convenience, and necessity" as required under the Radio Act.

In the meantime WLTH's supporters are forming a campaign committee for a crusade which has for its main objective flooding the authorities at Washington with pleas for a reconsideration of the case and an eventual restoration of its operating license. Among the executive committee members are **Max Kiss**, Dr. **Edward Spencer Cowles**, **Charles H. Breitbart**, **Samson Inselbuck**, and **Herman Ilson**. **Eric Palmer**, who was chosen by the Federal Radio Commission in 1928 to serve as intermediary in the allocation of time among the Brooklyn stations, has been asked by the citizens' committee to direct the drive. Civic, patriotic, educational, philanthropic, and fraternal associations will be represented on the committee. Headquarters will be established at 427 Flatbush Avenue Extension.

Samuel J. Gellard, WLTH president, back from Washington, and declared "justice will be obtained in the courts, if the commission sees fit

RADIO ACCOMPLISHMENTS PRAISED BY ROOSEVELT

(Continued from Page 1)
sion of the opening of the network's new WRC and WMAL studios here. The communication signed by Roosevelt reads:

"The opening of the new studios for WRC and WMAL seems to me to symbolize the onward march of radio. And so, on this occasion, I am glad to send congratulations to you and your associates upon this progressive step.

"Although the ether is a comparatively new means of communication and lends itself in many useful ways, we find ourselves continually amazed at things which have been accomplished and the development of future potentialities.

"The watchword of science must be progress. It is not within the province of reactionaries to put obstacles in the way of orderly developments nor to mark boundaries beyond which radio may not go. I believe that sooner than many of us realize, television will be established in homes throughout this country. Indeed it may not be long before radio will make it possible for us to visualize at the breakfast table the front pages of daily newspapers or news reports, no matter how remote we may be from the place of their publication and distribution.

"In the spirit of progress, I greet you and all others whose efforts are directed to the advancement of radio; to the promotion of its way to ever increasing practical usefulness."

Addresses by Postmaster General **James A. Farley**, Judge **Eugene O. Sykes** of the FCC; **Melvin C. Hazen**, Commissioner of the District of Columbia; **Lohr**, and Senator **Burton K. Wheeler** also were part of the opening ceremonies of the new studios.

WCAU Producing Show For Penna. on CBS Net

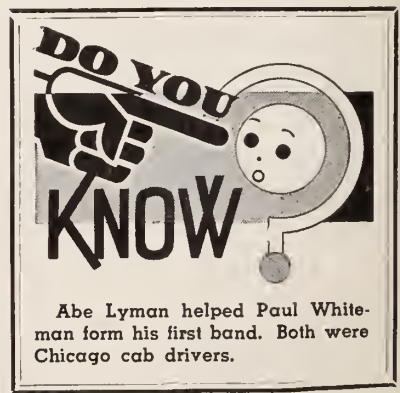
(Continued from Page 1)

in the WCAU studios, will be Governor **Earle**; **Eleanor Bowers**, soprano; **Ben Alley**, tenor, and the **Candelori** orchestra.

A regular CBS network series is to be started later by Pennsylvania.

to ignore our service, financial responsibility, and pioneership in broadcasting."

Gellard appeared in person before the commission during protracted examinations. He said no other Brooklyn station owner took personal part. For this reason, alone, he averred, he was "staggered" by the adverse ruling.





RADIO DAILY

Serving the Better Interests of Commercial Radio and Television



VOL. 2, NO. 17

NEW YORK, N. Y., MONDAY, JULY 26, 1937

FIVE CENTS

Sykes Temporary FCC Chairman

UNION OF ALL TALENT EQUITY AIM IN RADIO

Clarifying the situation generally and relative to the reported and long heralded organization of the radio broadcasting industry by the AFL, officials of Actors Equity Ass'n stated that Equity has for year held the AFL jurisdiction over radio artists and any division of authority in this

(Continued on Page 2)

645-Ft. Canadian Mast Will End Mexican Bogy

Toronto — Erection by Canadian Broadcasting Co. this fall of a 645-foot steel radio mast with 50,000-watt strength at Hornby, Ont., will mark the most notable advance in Canadian radio history and will banish the bugaboo of Mexican interference, according to Willis C. Little, regional CBS engineer. An aircraft beacon will top the new transmitter.

Broadcasting Companies Must Pay Virginia Tax

Richmond—Broadcasting companies must be domesticated in Virginia in order to do business in the state, and the State Corporation Commission is now making careful check to compel

(Continued on Page 2)

Joseph W. Lee at KTOK

Oklahoma City—Joseph W. Lee, formerly at KADA in Ada, has become general manager of KTOK here, succeeding Ralph Wetzel. KTOK is full-time station of the Oklahoma network and a member of Mutual. It is owned by Oklahoma Broadcasting Co. headed by Harold V. Hough of Fort Worth Star-Telegram and WBAP.

Ina Claire's Second

Second in the series of three plays in which Ina Claire will appear over the NBC-Blue network is "What Every Woman Knows," by Sir James Barrie, with Miss Claire playing a sweet role in contrast to her usual sophisticated portrayals. It will be aired next Sunday at 8-9 p.m. Last night Miss Claire and Osgood Perkins did "Madame Sans Gene."

Co-Op Cool Program

Joplin, Mo.—WMBH has established a "Kool Klinik" for 30 minutes three times a week, with a service station the water works, a summer garden, a soft drink bottler, a beer distributor and an air-conditioning distributor co-operating to tell the people how to think cool, live cool and be cool—and of course to avail themselves of cooling merchandise. This is an eight-week feature.

VOX POP TWIST PUTS 'BANK NIGHT' ON RADIO

Houston—Though "bank night" as originally conducted has been declared illegal in Texas, it is being sponsored over KTRH with a Vox Pop angle that makes it entirely lawful.

Al Lever of the Metropolitan Thea-

(Continued on Page 2)

Bunte Bros. to Start Spots: Simmons Co. Chainbreaks

Chicago — Bunte Bros. (candy) starts a spot campaign about middle of August. Over 40 stations were used last year. Fred A. Robbins, this city, is the agency.

Simmons Co., Chicago (beds-mattresses), will begin a chain-break announcement series the end of August.

Midwest Network Meeting

Chicago—Midwest Broadcasting Co., successor to Samuel Insull's Affiliated network, will hold a conclave here the first week in September.

Craven, Wheat and Gary are Mentioned as Possibilities to Succeed the Late Anning S. Prall

WEOA, EVANSVILLE, IND. JOINING CBS NETWORK

WEOA, Evansville, Ind., owned by the Evansville on the Air Inc., of which Martin L. Leich is manager, has just completed negotiations with

(Continued on Page 3)

Sponsors Help Celebrate WTMJ's Tenth Birthday

Milwaukee — Some two dozen WTMJ advertisers participated in an exhibit in connection with the station's tenth anniversary, which was celebrated yesterday. Displays of products and promotional items were put up along Advertiser's Midway, with giveaways and samples among the attractions offered. WTMJ also had its own exhibit in the trans-

(Continued on Page 3)

Three Plan Campaigns

Chicago—Histeon Corp. (hay fever remedy) plans an extensive spot campaign in August, through Ruthrauff & Ryan.

Holland Furnace Co., Holland, Mich., considering fall ET series from Hollywood. Ross Metzger, radio director of Ruthrauff & Ryan, handling.

Gately Wheeler credit clothiers reported planning big radio campaign through Dade B. Epstein agency.

By GEORGE MEHRTENS
RADIO DAILY Staff Correspondent
Washington — Judge Eugene O. Sykes has been appointed temporary chairman of the FCC until President Roosevelt designates a successor to Anning S. Prall, who died Friday at Boothbay Harbor, Me. Sykes has been acting chairman since Prall went to Maine early this month.

Leading possibilities as new appointees are T. A. M. Craven, retired navy commander and now FCC chief engineer; Carl I. Wheat, telephone rate counsel, and Hampson Gary, general counsel.

Herb Pett, former FCC secretary

(Continued on Page 7)

MUTUAL GETS NBC SHOW; "GOOD WILL" ON 2 NETS

Within the past week Mutual has signed contracts with Duart Sales Co., San Francisco, and Macfadden Publications, while Procter & Gamble (Oxydol) has signed with MBS for the extension of "Couple Next Door" to WOR, in addition to WLW and WGN. Latter is aired Mondays through Fridays, 10:45-11 a.m., and begins on WOR Aug. 2.

Duart Sales on Sept. 12 is taking

(Continued on Page 7)

N. W. Ayer Time Buying Being Shifted to Philly

Shift in radio setup and personnel of N. W. Ayer & Son, Inc. will result in all time buying being centered in the Philly offices of the

(Continued on Page 7)

★ THE WEEK IN RADIO ★

... CBS Fall Upswing

By M. H. SHAPIRO

IF there is any grass growing around a network sales department, it must be the two guys from Buffalo; it couldn't possibly be CBS. With 11 new accounts under its belt and many weeks still to go in which to sell additional biz or concentrate on daytime hours, this web undoubtedly will break records for a single network gross... H. K. Boice apparently backs his team with a Carl Hubbell delivery...

News periods also seem headed for

a boom this fall, several news outfits seeing the light and going to present the news in more attractive form... Musical ET shows at an all time high, particularly for the summer... and fall spot biz generally in a healthy active mood...

ET men as well as radio are wondering how they are to fare at the hands of the AFM executive board which is scheduled to meet today, after a closed session yesterday...

(Continued on Page 2)

Favor U. S. Sets

Toronto — American-built radio sets ran a close second to clothing among items purchased in the U. S. by Canadians making trips across the border in May and June, according to figures released here. Sojourners are permitted to bring home \$100 worth of goods duty free. Purchases in the U. S. this year by visiting Canadians are double the 1936 volume.



Vol. 2, No. 17 Mon., July 26, 1937 Price 5 Cts.

JOHN W. ALICOATE : : : Publisher
DON CARLE GILLETTE : : : Editor
MARVIN KIRSCH : : : Business Manager

Published daily except Saturdays, Sundays and Holidays at 1501 Broadway, New York, N. Y., by Radio Daily Corp. J. W. Alicoate, President and Publisher; Donald M. Merser, Treasurer and General Manager; Chester B. Balin, Vice-President; Charles A. Alicoate, Secretary; M. H. Shapiro, Associate Editor. Terms (Post free) United States outside of Greater New York, one year, \$5; foreign, year, \$10. Subscriber should remit with order. Address all communications to RADIO DAILY, 1501 Broadway, New York, N. Y. Phone Wisconsin 7-6336, 7-6337, 7-6338. Cable address: Filmday, New York. Hollywood, Calif.—Ralph Wilk, 6425 Hollywood Blvd. Phone Granite 6607.

Entered as second class matter April 5, 1937, at the postoffice at New York, N. Y., under the act of March 3, 1879.

FINANCIAL

(Saturday, July 24)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Am. Tel. & Tel.	172 1/4	172	172	
Gen. Electric	59	58 1/2	59	+ 3/8
North American	29 3/8	28 1/4	29 3/8	+ 1 1/2
RCA Common	9 3/8	9 1/4	9 1/4	+ 1/8
Stewart Warner	19 1/4	19	19 1/8	
Zenith Radio	37 1/4	36 3/4	37 1/4	+ 1/2

OVER THE COUNTER

	Bid	Asked
CBS A	30 1/2	31 1/2
CBS B	30 1/2	31 1/2
Stromberg Carlson	13	15

WNBR Becoming WMPS

WNBR, Memphis, owned by the Press-Scimitar, a Scripps-Howard paper, on Aug. 1 will change its call letters to WMPS, to identify itself more closely with the newspaper.

Fall Ice Campaign

National Ice Industries has reappointed Donahue & Coe Inc. as its advertising agents. Fall campaign calls for a 39-week run of "Home-makers Exchange" which was on CBS last season.

GUEST-ING

CORNELIA OTIS SKINNER and DONALD DICKSON, on Gulf Summer Show, Aug. 1 (CBS, 7:30 p.m.)
JEAN DICKENSON, on Nellie Revell program, Aug. 3 (NBC-Red, 5 p.m.)

ADOLPHE MENJOU, MADGE EVANS and FORTUNIO BONANOVA on Kraft Music Hall, July 29 (NBC-Red, 10 p.m.)

LUCY MONROE, on "Hit Parade," Aug. 4 (NBC, Red, 10 p.m.)

KMMJ

Clay Center, Neb.

The favorite family station

THE WEEK IN RADIO

... CBS Fall Upswing

(Continued from Page 1)

disk men will confer early in the week and radio men will follow later. However, some of the AFM officials feel that not too drastic a revision of present setup will follow. KOIN employees get 50 per cent of the stock in the station, as per arrangement of C. W. Myers, former NAB president and chief owner of the outlet.

Passing of FCC Chairman Anning S. Prall further complicates the FCC personnel and leaves an important vacancy for President Roosevelt to fill. Ascap starts negotiations for adding catalogs of Holland and Czechoslovakia to its fold. Ascap is now also debating just how or when it will affiliate with a labor organization, either with a charter from the AFL or by a working agreement with the AFM. Radio Artists' Guild on the Coast voted to become an Actors Equity affiliate. General activity was in full swing on the Equity front in New York where the actors' union claims long-standing jurisdiction over all radio artists as per nod from the AFL.

NBC dickering to broadcast the

next three Joe Louis fights and Buick will probably sponsor, but not definite as yet. Radio paid tribute to Senator Guglielmo Marconi, who died suddenly at his home in Rome. Soviet government sets up a television institute. CAB reports that nearly as many people listened to the All-Star daytime ball game as to the leading night programs. Rogers-Peet claimed Gabriel Heatter as its exclusive commentator properly. Buryl Lottridge appointed managing director of the Oklahoma Network.

Mutual network sets 10 football games mostly originating in midwest and on the coast. Clark Wilson, AFM official from Frisco, offered an alternative plan relative to the proposed AFM-ET restriction. Mean-time AFM notified members to hold off on recording commitments as of Aug. 14. President Roosevelt lauded radio in a letter sent to Lenox R. Lohr, NBC head, on occasion of opening new WRC and WMAL studios in Washington. WLTH, Brooklyn outlet which loses its licenses in September, started new fight to retain facilities.

Union of All Talent Equity Aim in Radio

(Continued from Page 1)

field would have to be by Equity consent.

Officials further declared they were not in a position to offer a precise forecast of what is to happen, but they will work together with other groups in effort to present a united front that the broadcasters simply could not turn down.

Opposition is expected from the broadcasters on various points, but not on the proposition of collective bargaining as a whole. Regardless of other "guilds," particularly the American Guild of Musical Artists which has operatic and other singers in its fold, Equity is taking on all comers who work before the mike, including actors, singers and announcers. Only ones not to be taken in are the AFM members. Musicians being on the side of Equity is in itself considered a powerful offset to the CIO or other technician organizations.

No set demands have been worked out as yet. Every artist who signs an authorization blank is also asked to submit abuses they believe ought to be abolished and reforms they are interested in.

Broadcasting Companies Must Pay Virginia Tax

(Continued from Page 1)

compliance with this law. CBS has been ordered to show cause Sept. 10 why it should not be fined for transacting business in Virginia without a certificate of authority. Entrance fees range from \$600 to \$5,000 depending on corporation's capital stock.

Vox Pop Twist Puts "Bank Night" on Radio

(Continued from Page 1)

ter and Lee Segall of Metzger Dairies worked out the stunt, which starts with the customary sidewalk interview for 15 minutes, after which the show is shifted into the theater where "Dr. I. Q." (Announcer Ted Neighbors of KTRH) officiates from the stage while four announcers go among the audience with portable mikes. First person to answer questions correctly gets \$5.

As the grand finale, a "master mind" question is asked, with \$25 as prize for the correct answer. If there is no correct answer by the time the program goes off the air, the \$25 prize is added to the prize of the following, etc., which is where the "bank night" idea comes in, but legally because it's a game of skill.

Campana and Babbitt Renew Shows on NBC

Campana Sales Co., sponsoring "First Nighter" over 53 NBC-Red network stations Fridays, 10-10:30 p.m., has renewed for 52 weeks effective Sept. 3. Aubrey, Moore & Coe, Chicago, handles the account.

B. T. Babbitt & Co., sponsor of "David Harum" over 23 NBC-Red stations Monday through Friday, 11-11:15 a.m., has renewed for 26 weeks effective Aug. 23. Blackett-Sample-Hummert has the account.

COMING and GOING

CHARLES "MOUSIE" WARREN, professional manager of Remick, left Friday for a week in Chicago on business.

JOE BURNS left Friday for Cleveland to handle Witmark songs.

RICHARD BROCK, Presto Recording Corp. Chicago representative, is on a six-week tour of eastern states.

CAMERON KING, Mutual yachting authority, left Saturday for Newport to cover the races there.

EDWARD J. CONTENT, assistant chief engineer for WOR, left Friday for Montana on a summer vacation.

CHARLES SINGER, WOR transmitter supervisor, left Friday for two weeks at Belmar, N. J.

RALPH WEIL of WISN, Milwaukee, arrives in New York today to spend a few days before sailing on a vacation trip to Newfoundland.

LEONARD KAPNER of WCAE, Pittsburgh, arrived in New York on Friday.

KOLIN HAGER of WGY, Schenectady, arrives in New York tomorrow.

JAMES CARPENTER, who has been in New York for several days, leaves on his return to WKBB, Dubuque.

I. R. LOUNSBERRY of WGR, Buffalo, arrives in New York on Wednesday.

MRS. MEYER DAVIS sailed Saturday for Europe aboard the Champlain.

PIERRE MONTEUX, orchestra conductor, and MRS. MONTEUX sailed Saturday for Europe.

CHARLES KULLMAN is leaving for the coast. RUDY VALLEE and company, who left Dallas last week, will make several stops enroute to New York, where they resume broadcasting Thursday night.

WILLET BROWN, v.p. of Don Lee network, leaves the coast today for New York on business, returning via northwest where Don Lee-Mutual expansion plans are maturing.

IRENE DAVIS, secretary to Herman Bess at WNEW, leaves Saturday for week vacation at Great Barrington, Vt.

AL SIMONS, WHN publicity director, is on vacation at Lake George.

BUDDY EBSEN and his wife arrived in town over the week-end and are staying with the Robert Emmett Dolans.

KATHRYN CRAVENS takes a week's vacation starting Wednesday, and during her absence the Pontiac program on CBS will be substituted by "Afternoon Serenade."

CHARLES E. GREEN, president of Consolidated Radio Artists, is visiting the west coast office of CRA in Hollywood. STANFORD ZUCKER, new general manager, left Cleveland last week for Chicago to spend a few weeks with Leo Salkin, Chi manager. BILL BURNHAM of the New York office is vacationing in Maine.

EDDIE GARR is spending a week at the Grand Hotel in Highmount.

P. & G. May Use WOR

Procter & Gamble and WOR executives are huddling over the sponsorship of a number of shows on WOR. Idea is to take off the line recordings of the NBC live shows and place them on WOR. It is not known whether P. & G. intends to use supplemental stations in other large cities.

WITHIN 3 WEEKS "THE COLONEL FROM KENTUCKY"

(Col. Jack Major)

WAS 5th FOR
FAN MAIL

WABC — Columbia Network
Mondays 3-3:30 E.D.S.T.

Sponsors Help Celebrate WTMJ's Tenth Birthday

(Continued from Page 1)
mitter house, and the entire day's program was aired.

The Milwaukee Journal, with which WTMJ is affiliated, put out a 32-page special section of its regular Sunday Screen and Radio Color Magazine in honor of the occasion.

"Magic Key" Southern Shift

Radio Corporation of America on Aug. 1 will drop the south central group from its "Magic Key" program, NBC-Blue, 2-3 p.m. on Sundays, and add the new Blue southern network.

SAN FRANCISCO

KFRC Memo: Bill Davidson of "Morning Merrymakers" back from the northwest . . . Jack Hall, sales dept., back from L. A. . . Bill Pabst has been spending a few days at Fallen Leaf Lake.

When Dick Newton started his sustaining series Friday, he went over an NBC Coast Red net instead of only one outlet which he had for his commercial, now off.

Ira Blue, sports commentator, celebrated his first air anniversary over the NBC Pacific Coast Red net Friday.

Peter Paul Lohanich, Jr., 10, son of the KYA violinist, will leave with his father this week for Philadelphia to study piano with Jose Iturbi for a month.

Anita Day Hubbard, the S. F. "Examiner's" columnist of "The Good Neighbor," debuted a similar air column over KYA Thursday, as a once weekly.

After winning a peninsula beauty contest, Marie Dowell got a break on radio. Now heard in KYA's "Resident Physician" show.

Dixie Marsh, singer of southern songs in a "mammy style," gets a part in "Gloria Gale," new NBC script show.

Lou N. Small, business commentator and economic authority, launched a new series, "Business on Parade," on KYA.

Bert Buzzini is back at KYA from his N. Y. vacation.

Fred Johnson, drama editor of the S. F. "Call-Bulletin," back from N. Y. where he caught the new plays, started his "Behind the Footlight Series" Tuesday.

Enes Canata, KFRC traffic exec, out after having her head gashed by an automobile.

1	9	3	7
SUN	MON	TUE	WED
4	5	6	7
10	11	12	13
17	18	19	20
21	22	23	24
25	26	27	28
29	30		

Greetings from Radio Daily

July 26

John J. Karol Gracie Allen
Charles Butterworth Don Voorhees
Buddy Clark Walter Blaufuss

NEW PROGRAMS—IDEAS

Saturday Midnight Dance

A Saturday night dance concert program, continuing for two hours from 11 p.m. to 1 o'clock in the morning, inaugurated by WCAO five weeks ago, has proved so popular that it is to be logged indefinitely.

WGY's Vacation Program

Aimed at vacationers in New York and New England, WGY of Schenectady has started a series of two sustainers and has given them prominent night spots.

BALTIMORE

"Charlie" Purcell, the supposedly confirmed bachelor announcer of WCAO, has took, and gone, and done it. Slipping away from the studio the other day, he married Thelma Lee Gwaltney of Claremont, Va. Happy couple now motoring in south.

WFBR has launched "The Job Finder," designed to find jobs for those in need of them. Program is handled by Henry Blanc.

Globe Brewing Co., which has sponsored four news periods a day on WCAO for past six months, has renewed its contract, with an option of 52 more weeks of news broadcasting at the expiration of the new agreement. "Bobbie" Wells has been drafted for service as commentator.

Hochschild, Kohn & Co., a leading local department store, has signed with WCAO each morning except Sunday for talks by Hilda King.

WBAL, yesterday concluded its 10 a.m. Sunday "Bible Hour" program, conducted by Rev. Paul M. Meikle. The feature will be resumed in the fall.

Joe Clark is the latest addition to WCAO's staff of announcers. Joe is a graduate of the local Fourth Estate, and has a lively appreciation of news values, also qualifications as sports announcer.

John Adamy, WCAO's baritone, is on vacation in points east. Always bristling with new ideas, Adamy is expected to return with a crop of suggestions that will provide material for experimentation for the next six months.

AD AGENCIES

U. S. ADVERTISING CORP. has been appointed to handle the account of Hayes Body Corp., Grand Rapids (trailers). A radio campaign is planned. J. T. Jones is account executive.

BLACKSTONE CO. has been appointed to handle all advertising and sales promotion for Atlas Radio Corp. Campaign for the company is scheduled to begin immediately, on a national basis.

REISS ADVERTISING INC. has been named advertising representative for Bud Radio Inc., Cleveland, manufacturer of radio products.

"Vacation Varieties," featuring Annette McCullough, contralto, and the Three Shades of Blue, NBC Red network male trio, with a dance orchestra, ties in with prominent vacation spots in WGY's airea. Musical greetings are aired to various vacation spots. "In the Good Old Summer Time," a male tenor voice with orchestra feature, is heard 10:45 p.m. Wednesdays, and features musical ballads reminiscent of summers "in the good old days." Varieties is heard Tuesdays at 7:30 p.m.

BOSTON

Scott Furries have signed for two periods on WCOP in addition to their three-a-week on WEEI. The WCOP series will also be known as "Continental Music."

Bill Williams, WBZ sports commentator, has introduced a new series on his late broadcasts on Fridays. At that time Bill will bring before the mike a well-known golf professional.

Crowell Publishing Co. has renewed its two broadcasts on WEEI for an additional 52 weeks. The programs are the Jean Abbey broadcast every Monday and Caroline Pryce on Fridays.

Lew Whitcomb, publicity boss at WEEI, no sooner gets back to his desk after a prolonged illness than his secretary Evelyn Towle gets herself a stiff neck and a mess of neuralgia.

Arthur Feldman, who has charge of special events broadcasts at WBZ, is in Newport, making a survey for microphone placements in preparation for NBC's coverage of the America's Cup yacht races.

Several of the WEEI staff are photography fans. They include Arthur Edes, program manager, whose works have been exhibited; Ed Philbrick and Phil Baldwin in the control room, and Johnny Rushworth of the production staff has just joined the ranks.

Keyes Perrin, new member of WBZ's announcing staff, made his debut on the New York stage at 11 years of age.

WEOA, Evansville, Ind., Joining CBS Network

(Continued from Page 1)

CBS to be its 105th affiliated station. Station operates on 1,370 kcs. with 250 watts day, 100 watts night.

No definite date has been set when station will join CBS. A. T. & T. is now arranging lines. Network rate will be \$120. Furgason & Aston Inc. is the station's representative.

"Little Show" on Blue Web

Boston—"The Little Show," originating at WBZ-WBZA, goes NBC-Blue coast-to-coast starting today at 5 p.m. Variety program has Tony Russell, baritone; Happy Sisters, Four Collegians, Salvy Cavicchio, xylophonist; Eleanor Lane, blues singer, and Rakov's band. Show will continue twice daily over WBZ-WBZA at 12:05 p.m. and 6:05 p.m.

KANSAS CITY

Les Jarvies of WHB announcing staff in Colorado on two-week vacation. Frank Barhydt, staff continuity writer and publicity chief, left Saturday for St. Louis, then to New York.

M. F. (Chick) Allison, KMBC publicity director, was chairman of the publicity and attendance committee for the annual Advertising Club picnic.

Ellis Atterbury, general manager of KCKN, is spending a two-week vacation at his summer home at Lake Forest near Edwardsville, Kans.

KCKN has begun airing a program of cowboy ballads featuring Bill Willhite, who sings and plays the guitar as the "Shepherd of the Hills." The quarter hour show originates at WIBW and is aired five times weekly by KCKN via the Kansas network.

Ben Allmayer, KCKN continuity writer, has returned from vacation spent at Chicago. Evan Frye, staff announcer, left last week for a vacation in Iowa.

There is no Substitute
for Coverage

W S Y R

Leads in Spot Volume 3 to 1

SYRACUSE, NEW YORK

★ ★ ★ ★ ★

**RAY
MIDDLETON**

Now Appearing

NEW CHASE AND SANBORN SERIES

UNDER CONTRACT

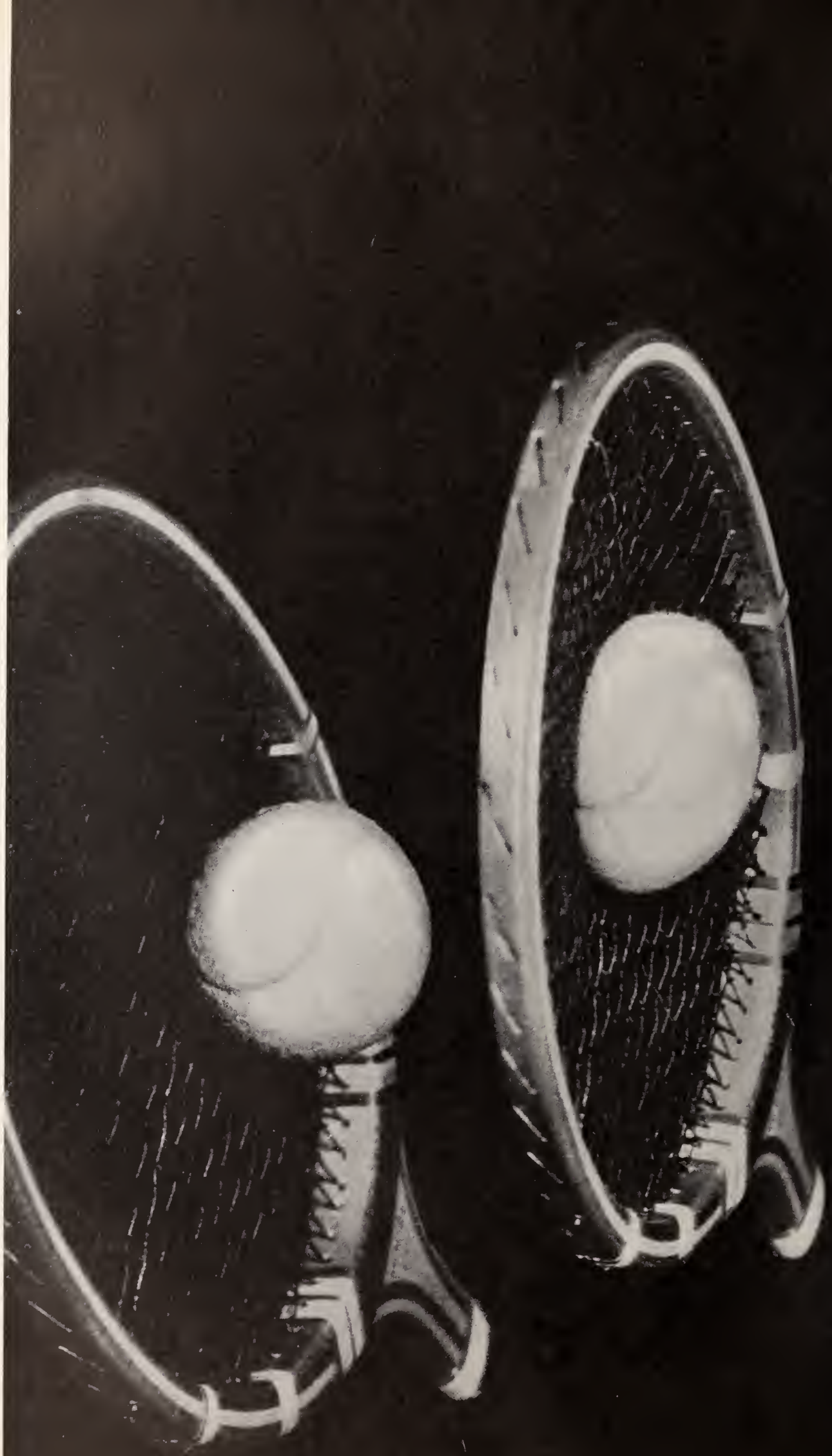
TO

PARAMOUNT PICTURES

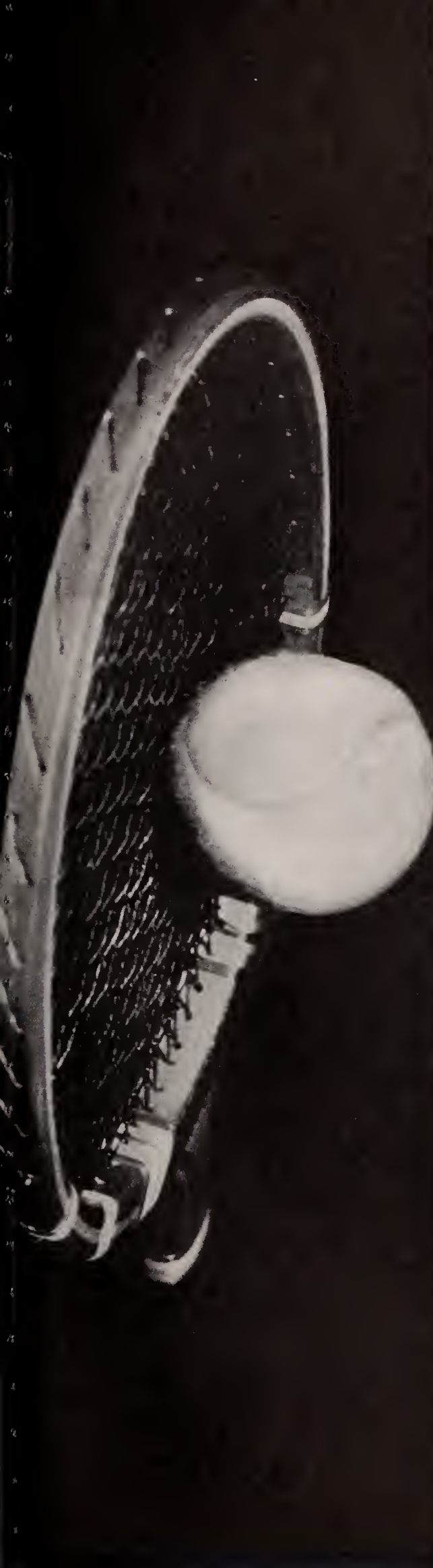
Management

COLUMBIA CONCERTS CORP.
OF COLUMBIA BROADCASTING SYSTEM

★ ★ ★ ★ ★



Taken at $1/100,000$ th
of a second. Photos
by courtesy of Ethyl
Gasoline Corporation.



... at the moment of impact

COLUMBIA IS THERE!

In Wimbledon or Forest Hills... Princeton or Portland... Milwaukee or Carnoustie... broadcasting to the nation the most brilliant sporting-event schedule in CBS history. In tennis, golf, baseball, football, track, crew, horse, auto and yacht racing, Columbia is there! On the field of play... at the moment of impact... with the starter's gun... with all the thrills and *all* the details. Here's just part of Columbia's advance and *exclusive* sports schedule.

COLUMBIA'S MAJOR SPORTS SCHEDULE *(Partial Listing)*

TENNIS U. S. — Germany Davis Cup Matches from England . . . July 17-20
U. S. — England Davis Cup Finals July 24-26-27
★ The National Doubles Tennis Championship August 23-28
★ The National Singles Tennis Championship September 2-11

GOLF ★ The National Amateur Golf Championship August 23-28
★ The Women's Amateur Golf Championship October 4-9
★ The P. G. A. Championship May 1938

RACING ★ The Kentucky Derby May 1938
★ All 1938 races broadcast from Aqueduct, Belmont, Empire, Jamaica, and Saratoga tracks.

Endeavor II vs. Ranger for the America's Cup . . . July 31 to close
CBS will broadcast exclusively from the Official Boat of the Racing Committee of the New York Yacht Club, and from the U. S. Coast Guard Cutter Tahoe.

Plus baseball and football, of course, on nationwide hook-ups.

★ CBS EXCLUSIVE BROADCAST FROM THE FIELD

COLUMBIA BROADCASTING SYSTEM

THE LARGEST RADIO NETWORK IN THE WORLD



DON McNAMARA, former announcer who took a fling at pictures for a year or so, has returned to his first love and joined the announcing staff at KMTR.

George Hamilton of "Music Box Music" was the guest of Al Jarvis and his "Make Believe Ballroom" over KMTR on Friday.

Jack Proctor, well-known picture publicity-advertising-exploitation expert, is turning his talents to radio and branched out with New York representation through Josef Israel and Publicity Associates, and in Chicago with William Harshe Inc.

Maurie Webster, KNX-CBS announcer, is off to his home town, Seattle, on vacation, and will keep his hand in by officiating at the opening of the Seattle studio of KVI, Tacoma.

Olcott Vail is Robert Armbruster's concert master on the Chase & Sanborn show, doubling his similar assignment with Raymond Paige on Hollywood Hotel.

"Romance in Melody," with Irma Schnitzer, soprano, Paul Keast, baritone, and Leon Leonardi's orchestra, set by KFVB for weekly airing, Thursday 7:30-8 p.m.

George Fischer is playing host to Jerry Danzig and Arthur Deutsch, visiting firemen from New York. Danzig conducts Mutual-Don Lee program, "Let's Visit," with Dave Driscoll.

Jerry Belcher, conductor of NBC's Sunday sustainer on the Blue network, "Our Neighbors," is in Hollywood with his itinerant mike and will interview cinema celebs in their homes each Sunday of his eight weeks stay. Next Sunday will be a sort of "carrying coals to Newcastle" arrangement, since Jerry will set up alongside Jimmy Fidler's swimming pool. If Fidler won't talk... imagine?... Jerry will have Richard Arlen and Jobyna Ralston, who are to be Jimmy's guests also, to fall back on.

Hedda Hopper's "Movie Magazine of the Air" moves from the 9 p.m. spot Wednesday to 6:45, bracketed between "Hit Parade" and Amos 'n' Andy.

James Burton is battling for Jimmy Vandiveer on his "Meet Some People" while Jimmy takes his two weeks with pay. And ditto for Stu Wilson on "Rise and Shine."

Ted Bliss, KHJ announcer, off to commune with nature in Yosemite Park for two weeks.

Would you believe that Wilbur Hatch found the first baton he ever waved lodged between the pages of a special arrangement he used on his first KNX show ten years ago?

Carlton Kadell, besides remaining indefinitely on the Chase & Sanborn show, gets a picture test on one of the major lots.



PETTY CASH VOUCHER—Week ending July 23.

● ● ● Saturday... Some one tips us to the fact that the Vitalis show, with Ray Sinatra's ork and outstanding personalities in the news, will take fall time following the Jergens Journal—and spend big sums weekly for talent... From WHIO, Dayton, came word that during an inquiring reporter show the announcer selected a man in the crowd who was worthy of the title "King Bum" judging from his clothes... Concluding that some interesting moments might be aired with the fellow, the wordslinger directed his questions to him. The replies were perfect and intelligent... He was an honor student and graduate from Princeton U.

● ● ● Sunday... Up to Conn. where Shaw Newton, advertising exec., and Lester Lee are broiling hamburgers over an open fire... Then back into town to the Riviera, where, as we enter, the Harry Hershfields with Al McCosker's "Lady Friday," Bertie Greene, are departing—but not until Harry relates a yarn... Martha Raye and her husband follow us with a party of friends... The Raye gal goes wild to the ump-pah of Mickey Alpert's ork. Mickey Bond, Benny Meroff's "Man Friday," is gushing over a chorine... Will Hudson and Eddie De Lange pull up as we leave.

● ● ● Monday... During the lunch session Walter Winchell enters with press agent Irv Hoffman, and the spectators are shocked at seeing the aircaster with smoked glasses—eating smoked herring... Later for dinner with Mack Goldman and Harry Weinstein where a "truce" is called... Word spreads of Marconi's death and that WBNX, the only station in America that the wizard dedicated, would observe a half-minute silence during its four daily Italian programs.

● ● ● Tuesday... For dinner to the Park Central, where we encounter CRA official Milton Roemer and publisher Bob Miller... We discover that Jerry Blaine's motor for that "streamline" effect—is a record on a victrola which the guitar player pushes... Later with Arthur Michaud to the Pavilion Royal where we're introduced to Bunny Berigan for the first time—and notice that he has his name spelled wrong on all signs around the place

● ● ● Wednesday... From WMT, Waterloo, comes word that a snooty orchestra leader was put in his place by an announcer... Over to the Paramount to view Mal Hallett's versatile band and enjoy the novelties presented.

● ● ● Thursday... Decided to cut down on expenses so we drop into the Automat for coffee and pie... One of the doors jump up and smacks us clear in the eye causing a swelling—so we rush over to Lindy's and plunk down \$1.50 for a raw steak!

● ● ● Friday... Lunch with Al Porgie and Joe Higgins... Hear something that should interest Lew Brown and Nick Kenny: Jerry Wald, former radio columnist, after a four-year absence from Broadway (working for Warners on the coast at a fabulous sum), arrives Tuesday for three weeks... Jack Osterman, with a script of his own, will audition next week, Billy Kent relates... Toots Shor of the Tavern and Monte Hellinger, exec with Lord & Thomas, preparing to spend their week-end at the—Polo Grounds!

TOTAL EXPENSE... \$1.50 for raw steak to take care of black eye!

AUDITOR'S REMARKS... Request denied: you took the steak home after cooling the shiner!



H. LESLIE ATLASS, CBS vice president, spending a month fishing in Georgia Bay and Mackinac region.

Marjorie Hannan of "Bachelor's Children" is vacationing in Bermuda.

Holland Engel, Erwin-Wasey radio director, taking his vacation in five-day intervals between stanzas of the "Carnation Contented Hour." He's golfing.

Cheri McKay, WBBM songstress, has a cable from Jack Hylton in London inviting her to join his troupe there in the fall. Hylton also wants the Merry Macs.

Alice Mae Jones of CBS sales staff here is the bride of Foster Artis of Warren, O. She plans to give up her radio post.

Geoffrey Palmer, commercial continuity editor of 3DB and 3LK, Melbourne, Australia, visiting local studios.

Jack Pearce, WGN engineer, is summering aboard his new cruiser Arlo II in Jackson Park harbor.

Irene and Walter Wicker visiting friends and relatives here. Walter expects to stay on for a few weeks to look after his recording interests.

Joe E. Brown of the movies due here next Monday to broadcast Kellogg baseball show on WJJD and to be guest baseball instructor at Baseball school sessions sponsored by same concern in park system here.

Gale Page, NBC songstress and actress, flying to Portland, Ore., to visit relatives for weekend.

Jim Goss, announcer for Varady of Vienna, vacationing in Cambridge, Wis.

Jack Ryan and Bob Blaine, who operated the Press Agency, have parted company. Ryan in business alone now. Al Goodman of Tom Fizzdale staff has joined Blaine, who is brother of actress Joan Blaine.

Raymond Johnson, head man of NBC's "Guiding Light," is refurbishing the ancestral mansion in Sweden.

Jack Mather, who left local studios for Hollywood, has joined the "Show Boat" stock company.

WAAF has added Helen Grayson and Mary Agnes Donahue to its vocal staff.

Harold Gerarde (nee Freedman) has joined "Betty and Bob" cast.

Announcer Dick Wells is doing a little acting in the cast of Kitty Keene, Inc.

Ed Prentiss back from the first visit to his home town in three years—Cedar Rapids.

Little Jackie Heller appearing at the Stratford theater this week.

Ranch Boys of NBC—Jack Ross, Curley Bradley and Shorty Carson—are separated for first time in seven years. Their vacation takes them respectively to the north woods for fishing; Oklahoma and Texas.

Al Shaw and Sam Lee headlining the Palace theater vaude bill.

NEW BUSINESS

Signed by Stations

KNX, Los Angeles

Goodyear Tires, 15-minute evening news spot.

WTMJ, Milwaukee

Brown & Williamson Tobacco Co. (Avalon cigarets), renews "Last Word in Sports" with Charlie Nevada spieling.

WSYR, Syracuse

Fairbanks - Morse radio dealers, one-hour Sunday baseball broadcasts.

WGN, Chicago

Duluth Chamber of Commerce, temperature reports, through Stewart-Taylor Co.; Bartlett Pear Advisory Board, announcements, through J. Walter Thompson, San Francisco.

WBBM, Chicago

Sinclair Refining Co., nightly news period, through Federal Advertising Agency.

WFMD, Frederick, Md.

Schmidt Baking Co., Baltimore; American Oil Co., through Katz & Son, Baltimore.

WQXR, New York

Buckingham Hotel; Clement E. Merowit & Co.; West Disinfecting Co., Long Island City, through Al Paul Lefton Co.; Grayrock-on-Sound, Rye, N. Y., through Grant & Wadsworth & Casmir Inc. All spot announcements.

Gen'l Foods on Yankee Net

General Foods Corp., through Young & Rubicam Inc., on Aug. 3 will start participations on the "Marguerite Mills" program on the Yankee network, Tuesdays and Thursdays.

N. W. Ayer Time Buying Being Shifted to Philly(Continued from Page 1)
agency beginning sometime this week. Definite announcement to this effect is expected within the next two days, although official confirmation or denial was not forthcoming from local offices.

Reliable sources have Francis Barton Jr., time buyer from New York office, going to Albany to establish a new Ayer agency branch, with Barton as account executive there. Earlier reports had the new office as being in Buffalo. Frank Coulter Jr. and Tom McDermitt are transferred from New York to Philly and hereafter will buy radio time for the Ayer accounts.

Setup of the radio department in New York is expected to be status quo otherwise, Fred Plugfelder is head of the radio department.

Meakin's New Program

San Francisco — Jack Meakin, NBC conductor, starts a new NBC-Blue network program tomorrow titled "Stringtime" and built around "swinging strings."

★ Program Reviews ★

"LES MISERABLES"

Sustaining

WOR—Mutual System, Fridays, 10-10:30 p.m.

WELL STAGED AND ENGROSSING ADAPTATION OF VICTOR HUGO CLASSIC.

This serialized Orson Welles "projection" of the Victor Hugo classic is WOR-Mutual's entry in the higher drama sweepstakes, and it is both an ambitious undertaking and good entertainment. The emotional narrations of Jean Valjean's unrelenting persecution make an engrossing and suspenseful story, and the 30-minute periods into which the story has been divided seem just about right for this type of fare. Background music is suitable and the sound effects accentuate the tale competently. Handicap of continuity retrogression is capably handled.

Welles has projected his skill into the stellar ranks of dramatic radio entertainment, and in "Les Miserables" he has a judicious script for a gripping presentation. An unusually strong cast is employed, including Welles, Whitford Kane, Martin Gabel, Will Geer, Ray Collins, Frank Readick and Alice Frost.

"Your True Adventures"

The Floyd Gibbons "Your True Adventures" program on CBS last Thursday night featured a story in which Jessica Dragonette, CBS operetta star, played a prominent part.

Mutual Gets NBC Show: "Good Will" on 2 Nets

(Continued from Page 1)

a Mutual spot for a shore to replace the Tuesday NBC-Red period which signs off tomorrow.

"Passing Parade" with John Nesbitt will be aired on 14 stations (WGN, WOR, WAAB, CKLW and Don Lee network), Sundays 9-9:15 p.m. WFIL and KOIL may be added later. Howard E. Williams Co., San Francisco, has the account.

Macfadden last night began the sponsorship of the WMCA "Good Will Hour" over the Inter-City and MBS networks. WOR, WGN and CKLW are the Mutual stations. Series is aired a full hour on Inter-City and from 10-10:30 p.m. on MBS. Last night Mutual took the show from 10:30-11 p.m. Program is signed for 52 weeks through Ruthrauff & Ryan and promotes "True Story Magazine."

Negotiations for the cooperative sponsorship of the Jessel-Talmadge show are rapidly nearing completion. Twelve sponsors have already been signed with deal yet to be closed with a client who will take twenty-seven outlets. Present indications are that entire deal will be completed this week.

"Pacific Builders" Fading

"Pacific Market Builders," CBS Pacific coast show sponsored by Sylmar Packing Co., signs off Aug. 17.

Miss Dragonette appeared on the show in person to lend her charming voice to an otherwise just ordinary presentation.

Although the dramatic item had all the possibilities, it seemed to this listener that the steady flow of commercial patter, which was not only interspersed with the actual drama, but even interrupted the presentation, took the punch out of the show.

"BARNES' OPERA HOUSE"

Sustaining

WOR—Mutual System, Thursdays, 9:30-10 p.m.

VARIETY PROGRAM GETS OFF TO MIXED START BUT HAS POSSIBILITIES.

A fairly fast moving half hour of music, comedy and readings is this program featuring Pat Barnes as emcee made its debut Thursday night under the title of "Barnes' Opera House." Principals, besides Barnes, include Barbara LaMarr, contralto; Brick Holton, tenor, and Bob Stanley's orchestra. Although it still needs whipping into shape, the program is a pleasing presentation. Pat Barnes' reading of "The Creation" was easily the highspot, with Brick Holton's rendition of "September in the Rain" running second. Comedy is definitely in need of improvement, and is the weak spot of the show. Miss LaMarr also sang well, while Bob Stanley and his orchestra supplied a satisfactory musical setting.

Sykes is Appointed F. C. C. Chairman

(Continued from Page 1)

and now with WHN, also has been mentioned.

Funeral services for Prall, who was 66, will be held today at his home in West New Brighton, Staten Island. His widow and a son, Mortimer Prall, survive.

As a tribute to the late commissioner, the NAB wired all stations in the country to observe one minute of silence at noon today. WREC, Memphis, already observed a minute of silence at 6 p.m. Friday, and various other stations paid tribute to Prall over the week-end, including a 10-minute talk by President Donald Flamm, WMCA, last night.

Among radio leaders and others who issued statements eulogizing Prall were William S. Paley, president of CBS; Lenox R. Lohr, president of NBC; Alfred J. McCosker, president of WOR and chairman of Mutual; Judge Eugene O. Sykes, Senator Burton K. Wheeler, Senator Royal S. Copeland, Senator Robert F. Wagner, Representative John J. O'Connor, and others, including a statement by the FCC.

Harry Kramor Taking Leap

Harry Kramor, WNEW staff announcer, will be married tomorrow evening to Ruth Boxer of Brooklyn.

PROMOTION

KMMJ Farm Prosperity Stunt

KMMJ, of Clay Center, Neb., has a novel series of follow-up exploitative stuff in an assortment of small sacks being mailed out with large tag attached for address and promotion spiel. One sack has a bit of Nebraska top soil, another corn and others to follow with various grain products, symbolic of its farm area prosperity and buying power. Stunt has attracted considerable attention. Furgason & Ashton are the station's rep.

Street Interviews Recorded

A new idea in street interviews was presented recently to listeners of WSPA, Spartanburg, S. C. During the past year, Pat has been conducting a street broadcast each week from the business section of town. The other day a regular street broadcast was conducted during which time Pat told those whom he interviewed, that he wanted to make a recording of the program.

He went about it something like this: "Have you ever heard your voice on the air? If not, how would you like to do so?" In all cases the persons stated they would like very much to hear themselves. Then Pat told them if they would stick around for just a few minutes he would put on a special broadcast which would be recorded. In contrast to the usual custom of street becoming deserted, the crowd hung around to see what would really happen next.

Immediately upon conclusion of his regular broadcast, he called upon his friend, Irvin Stone of the State Theater, to lend his recording equipment and the mythical broadcast went on. After each person had spoken into the mike, Pat told them to listen at 6:30 p.m. that afternoon and they would hear themselves on the air. Promptly at 6:30, the recording was started with usual street introduction and the interview began. Phone calls into the studio immediately following the recording showed plainly that stunt was a novel one. Negotiations are under way to sponsor such a show each week.

Listener Checkup via Street

A unique and voluntary answer to the "How many are listening?" problem was received by the Electric Construction & Appliance Co., sponsors of a daily "Man on the Street" broadcast over WHBF, Rock Island and Moline, Ill., and Davenport, Ia.

Theater tickets are offered the first person phoning in the correct answer to a daily question asked the radio audience by Ivan Streed and Forrest Cooke, street interrogators. The local telephone company informed station heads it was necessary to put on extra operators to handle station calls received during the broadcast.

The "Man on the Street" show has been aired commercially for the last year and a half at 12 noon and is one of the most popular features on WHBF.

ORCHESTRAS MUSIC

THE ORIGINAL DIXIELAND BAND, now at the Frontier Fiesta, Fort Worth, Tex., is again actively engaged in the music field after a lay-off of ten years. D. J. (Nick) LaRocca is the manager and leader of the aggregation, which dates back to 1908. The troupe originates from New Orleans and is composed of white musicians. No connection with any colored band of similar title.

Albert Kavelin and his orchestra have returned to New York after two years in the "highspot" hostelrys throughout the country, including the Blackstone in Chicago and the Mark Hopkins in San Francisco.

Kay Kyser, who wound up his auto series Sunday for the summer, will be back at the Blackhawk in Chicago this fall, airing over Mutual.

Art Kassel to open at Kennywood Park, Pittsburgh, Aug. 7.

Herbie Kay, now on one nighters in Texas, opens at St. Catherine's, Catalina, Sept. 12. That will enable him to be near wife, Dorothy Lamour, who is in Hollywood.

Charley Agnew opened at Rice Hotel, Houston, July 23.

Shep Fields takes his "Rippling Rhythm" orchestra on the road again this week. Tomorrow they play Enna Jettick Park, Auburn, N. Y.; Wednesday, Tecla Park, Bellefonte, Pa., and Thursday, The Allways, Williamsport, Md. Sunday they begin a week's stand at Manhattan Beach.

Dick Ballou and his orchestra will be heard twice weekly over WHN starting this evening at 8-8:30 p.m., when the maestro will begin a new series of programs directly from the Belmont Plaza Hotel in New York. On Thursday nights he will broadcast at 8:30-9.

Latest composition of Gustav Klemm of WBAL, Baltimore, nationally known composer, "House on the Hillside," will have its first presentation on WBAL's "Hi Jinks" program today. It will be sung by Rex Reynolds of the WBAL staff.

ONE MINUTE INTERVIEW

RICHARD BONELLI

"I can understand why a comedian finds a studio audience helpful since it helps him in timing his delivery. However, to a singer, an audience serves no such purpose. Personally, I'd prefer to sing without a studio audience—I can then concentrate on the microphone, and I can sing without having to wear a coat."

F. C. C. ACTIVITIES

APPLICATIONS GRANTED

Red Lands Broadcasting Ass'n, Lufkin, Tex. CP for new station. 1310 kc., 100 watts, daytime.
Sioux City Broadcasting Co., Sioux City, Ia. CP for new station. 1420 kc., 100 watts, 250 watts LS., unlimited.
State Capitol Broadcasting Ass'n, Austin, Tex. CP for new station. 1120 kc., 500 watts, 1 KW. LS., specified.
Owensboro Broadcasting Co., Owensboro, Ky. CP for new station. 1500 kc., 100 watts, unlimited.
WAAB, Boston. Mod. of license. 1410 kc., 500 watts, 1 KW. LS., unlimited.
Edwin A. Kraft, Petersburg, Alaska. CP for new station. 1420 kc., 100 watts, unlimited.

APPLICATIONS DENIED

Virgil V. Evans, Gastonia, N. C. CP for new station. 1420 kc., 100 watts, unlimited.
J. B. Roberts, Gastonia. CP for new station. 1420 kc., 100 watts, unlimited.
Central States Broadcasting Co., Council Bluffs, Ia. CP for new station. 1500 kc., 100 watts, unlimited.
C. W. Corkhill, Sioux City, Ia. CP for new station. 1420 kc., 100 watts, unlimited.
Radio Enterprises, Lufkin, Tex. CP for new station. 1310 kc., 100 watts, daytime.
Falls City Broadcasting Corp., Falls City, Neb. CP for new station. 1310 kc., 100 watts, unlimited.

APPLICATIONS RECEIVED

Connecticut State College, Storrs, Conn. CP for new relay station. 100000, 110000, 200000, 300000 kc., 250 watts.
Charleston Broadcasting Co., Charleston, W. Va. CP for new relay station. 1622, 2058, 2150, 2790 kc., 40 watts.
Northwestern Broadcasting Co., Vernon, Tex. CP for new station. 1500 kc., 100 watts, unlimited.
EXAMINERS' RECOMMENDATIONS
WBOW, Terre Haute. CP for change of frequency, increase in power to 1290 kc., 500 kc., 1 KW. LS., unlimited, be granted.
Glenn E. Webster, Decatur, Ill. CP for new station. 1290 kc., 250 watts, daytime, be denied.

WORL, Boston. CP for change in power to 1 KW., be granted. 920 kc., unlimited.
Ann Arbor Broadcasting Co., Inc., Ann Arbor. CP for new station. 1550 kc., 1 KW., unlimited, be denied.
KWBG, Hutchinson, Kas. CP to change frequency and increase power, be denied.

HEARINGS SCHEDULED

July 27: Southwest Broadcasting Co., Prescott, Ariz. CP for new station. 1500 kc., 100 watts, 250 watts LS., unlimited.
W. P. Stuart, Prescott, Ariz. CP for new station. 1500 kc., 100 watts, unlimited.
Sept. 17: KRKO, Everett, Wash. CP for change in freq., increase power and change hours of operation to 1420 kc., 100 watts, 250 watts LS., unlimited.
WCBA, Allentown, Pa. Vol. assignment of license to WSAN, Inc. 1440 kc., 500 watts, share-WSAN.

Ray Noble, musical director-stooge for George Burns and Gracie Allen over the NBC-Red Network, Monday evenings, has been signed by RKO to make his debut as a film actor. He will appear in the picturization of P. G. Wodehouse's novel, "A Damsel in Distress," starring Fred Astaire and Burns and Allen.

Johnny Hauser's original theme song, "My Heart is Yours for the Asking," which introduces his orchestra to the WOR-Mutual audience, has been purchased by Davis Music Co. for immediate publication.

Dick Jurgens and his band open at the Chicago Aragon next Saturday and will be heard over WOR-Mutual during their three weeks stay before they move to the Trianon for a week. Little Jack Little, "Radio's Cheerful Little Earful," opens at the Trianon on Aug. 14, for a week's stay.

Harold F. Gross, Lansing. CP for new station. 580 kc., 500 watts, 1 KW. LS., unlimited.

United Theaters, Inc., San Juan, P.R. CP for new station. 570 kc., 1 KW., unlimited.
Sept. 21: KVOD, Denver. CP for change in frequency, increase power and change hours of operation to 630 kc., 1 KW., unlimited.

Southern Minnesota Broadcasting Co., Rochester. CP for new station. 920 kc., 1 KW., 5 KW. LS., unlimited.
Radiotel Corp., San Diego. CP for new station. 920 kc., 1 KW., unlimited.

WJBW, New Orleans. CP to increase power and change hours of operation to 100 watts, 250 watts LS., unlimited. 1200 kc.

Southern Broadcasting Corp., New Orleans. CP for new station. 1200 kc., 100 watts, 250 watts LS., unlimited.

Sept. 22: WIBG, Glenside, Pa. Mod. of lic. 970 kc., 5 KW., limited.

The Enterprise Co., Beaumont, Tex. CP for new station. 1350 kc., 250 watts, 500 watts LS., unlimited.

Havens & Martin, Inc., Petersburg, Va. CP for new station. 1210 kc., 100 watts, 250 watts LS., specified.

Petersburg Newspaper Corp., Petersburg. CP for new station. 1210 kc., 100 watts, 250 watts LS., specified.

John Stewart Bryan, Petersburg. CP for new station. 1210 kc., 100 watts, 250 watts LS., unlimited except Sunday night.

Sept. 27: Radio Enterprises, Inc., Hot Springs, Ark. CP for new station. 1310 kc., 100 watts, daytime.

Asso. Arkansas Newspapers, Inc., Hot Springs. CP for new station. 1310 kc., 100 watts, unlimited.

Leon M. Eisfeld, Burlington, Ia. CP for new station. 1310 kc., 100 watts, unlimited.

Utica WUTK, Inc., Utica. CP for new station. 1420 kc., 100 watts, unlimited.

Burlington Broadcasting Co., Burlington, Ia. CP for new station. 1310 kc., 100 watts, unlimited.

Sherman Coultas, Milton Edge & Hobart Stephenson, Jacksonville, Ill. CP for new station. 1310 kc., 100 watts, unlimited.

KWOS, Jefferson City, Mo. CP for increase in power and change in hours of operation to 100 watts, 250 watts LS., unlimited, 1310 kc.

Sept. 28: Jules J. Rubens, Aurora, Ill. CP for new station. 1040 kc., 250 watts, daytime.

W. H. Hartman Co., Waterloo, Ia. CP for new station. 1400 kc., 500 watts, daytime.

Southern Broadcasting Corp., Bogalusa, La. CP for new station. 1500 kc., 100 watts, 250 watts LS., unlimited.

State Broadcasting Corp., New Orleans. CP for new station. 1500 kc., 100 watts, unlimited.

WDSU, Inc., New Orleans. CP for new station. 1500 kc., 100 watts, 250 watts LS., unlimited.

Oct. 18: Voice of Detroit, Inc., Detroit. CP for new station. 1120 kc., 500 watts, 1 KW. LS., unlimited.

Standard Oil to Re-Audition

Chicago—Standard Oil of Indiana plans to do some auditioning again. Musical variety show probably with Pat O'Malley, comedian, and Carl Hoff's crew and several other names will be heard here in CBS studios Friday. McCann-Erickson is agency for S.O.I.

Stars for CBS "Shrew"

West Coast Bureau, RADIO DAILY
Los Angeles—Edward G. Robinson and Frieda Inescourt will co-star in the CBS presentation of "Taming of the Shrew" on Aug. 2 at 9-10 p.m.

Paul Kennedy on WCKY

Cincinnati—Paul Kennedy, radio ed of the Post, Scripps-Howard paper, starts a twice weekly series over WCKY tomorrow. L. B. Wilson, WCKY prexy, invited Kennedy to do the series.

Coast-to-Coast

BURT RAE BURN, singer on WMCA, is now appearing nightly at the Queen Mary Restaurant on 58th Street and Park Avenue. Burt is heard over WMCA every Thursday at 2:15 p.m.

Cliff Barnie is now the soloist on WMCA's "In the Music Room," 1:30-2 p.m. Tuesday.

Connie Moore, singer with Ken Moyer's orchestra until last week, has gone to Hollywood, where she is under contract to Rufus LeMaire, who discovered her while she was singing with Moyer's band at Midway Inn near Fort Worth. The Moyer orchestra is now at Gunter Hotel Roof, San Antonio. New girl singer is Gwendolyn Mann.

Raymond Le Pere, formerly organist at WFAA, Dallas, is now playing electric organ in the Firefly Garden at the Fort Worth Frontier Fiesta.

While Ruth Royal, KCKN (Kansas City, Kas.) musical director, is vacationing on the coast for two weeks, a male quartet is furnishing entertainment on Young's program of "Musical Memories" in place of The Harmonizers team.

David Carney, commercial representative for KFOX, Long Beach, Cal., is the father of a boy.

Clarence Cosby, g.m. of KWK, St. Louis, is acting as "contact man" for Charlie Grimm, stricken pilot of Chicago Cubs who is confined in a St. Louis hospital. Cosby calls on Grimm every afternoon and reports the Cubs' activities as received on KWK wires.

Cecil B. De Mille's next movie, "The Buccaneer," will only be half-finished when the Lux Radio Theater returns to the air on Monday, Sept. 13.

"Newlyweds" on CBS Web

West Coast Bureau, RADIO DAILY
Los Angeles—"The Newlyweds," KNX sustaining strip drama, will go CBS network on Aug. 1, sponsored by Listerine. Script is by Howard Swart, who also produces and plays a part. Cast also includes Alvia Allman and Mary Lansing.

**FRANK
DEGEZ**

CUSTOM CLOTHES

46 WEST 48 ST.
NEW YORK

BR yant 9-9746

Outfitter to some of the best Radio Bands on the air—Finest of imported materials with the finest of tailoring plus correctness of style. Priced from \$65 up.



RADIO DAILY

Serving the Better Interests of Commercial Radio and Television



VOL. 2, NO. 18

NEW YORK, N. Y., TUESDAY, JULY 27, 1937

FIVE CENTS

AFM-ET Parleys Begin

SEE PRESIDENT FAVORING CRAVEN, WHEAT FOR FCC

Washington Bureau, RADIO DAILY

Washington—Appointment of a new FCC chairman to succeed the late Anning S. Prall, along with selection of a new commissioner to fill the vacancy created by the recent expiration of Irvin Stewart's term, is expected to be made this week by President Roosevelt, who is reported as favoring Commander T. A. M.

(Continued on Page 3)

Texas Co., Lever Bros. In Renewals On CBS Net

The Texas Co. on Sept. 9 will renew the "Texaco Town" series on 76 CBS stations, Sunday, 8:30-9 p.m. Program now features a light summer show. Eddie Cantor returns to

(Continued on Page 3)

Preparing New Series For Southwest Stations

Ft. Worth—Mrs. Della West Decker, whose "Helen's Home" dramatic series has been on WBAP for over a year, is authoring another script, "Your Home Town," which J. Walter

(Continued on Page 4)

Riehl Joins KVOO

Tulsa—J. Oliver Riehl, formerly with WSM, Nashville, has joined KVOO here as production manager in charge of programs and music. Riehl entered radio in 1920 at KDKA, Pittsburgh, and conducted the first sustaining and first commercial orchestra on the air. He set up the Chicago NBC program department and has done supervisory work over 26 leading stations.

Recognition

Ft. Worth—News about radio and its personalities, formerly included in the movie column, has now been given a column of its own by the Fort Worth Press. Le Roy Manuel is handling it. This makes two local papers now carrying regular radio columns. The third runs a column on daily local programs, but no news.

Television Progress

A coaxial cable link between Madison Square Garden and the Empire State Building transmitter is planned by NBC for the televising of sporting events from the Garden.

The CBS transmitter to be installed in the Chrysler Building next spring is expected to be linked with a studio in Grand Central Palace.

INS IS SIGNED BY NBC FOR SHORTWAVE SERVICE

For the exclusive use of its foreign short wave service, NBC has signed for the complete reports of International News Service. Teletype machines are in operation and material was used in yesterday's short wave broadcast through W3XAL, Bound Brook, N. J.

This is the first time NBC has bought INS. All its owned and oper-

(Continued on Page 5)

Modern New WSPA Plant Holds Official Opening

Spartanburg, S. C.—Official grand opening of the modern and spacious new studios of WSPA was held Sunday, with a large visitor list on hand to congratulate Virgil Evans, station owner and manager, on setting up a

(Continued on Page 3)

Radio-Tele Expo

Lyons, France—An international Radio-Television Exposition, under auspices of the S.P.I.R., will be held Sept. 18-27 at the Palais de Foire.

Preliminary Conferences Held Between Musicians Union Executive Board and Disk Manufacturers

INTERSTATE NETWORK FORMED IN NORTHWEST

Portland, Ore.—Formation of a new interstate network, which will include KXL here, KRSC of Seattle and KFPY of Spokane, is announced by KXL. The affiliation becomes effective July 30, with a permanent name to be selected from listener suggestions. Programs and talent will be exchanged.

A.A.A.A. Annual Meet Will Be at Hot Springs

American Association of Advertising Agencies will hold its twenty-first annual meeting at The Homestead, Hot Springs, Va., on April 28-30, 1938.

Weiss on Northwest Deals

Portland, Ore.—Lewis Allen Weiss, general manager of Don Lee network, is flying here from Los Angeles for conferences starting today in connection with several station deals included in the Don Lee-Mutual northwest expansion program.

Irene Rich from Coast

The Welch Grape Juice program on NBC with Irene Rich will originate from Hollywood on and after Aug. 13.

Executive Board of the American Federation of Musicians and electrical transcription manufacturers yesterday began the conferences which are intended to eventually clear up the ET situation. Opening day activities were confined to two sessions. The morning period, which got under way at 11 a.m., was held in the offices of Ascapi, and the afternoon session switched to the AFM headquarters at 1450 Broadway. Preliminary conferences between the two factions, with both parties outlining their individual problems, was the sole activity noted. A more comprehensive study and discussion of these problems is scheduled for this morning, with the opening session of the day scheduled for 10 a.m. at the Ascapi headquarters.

Attending the opening day sessions were representatives from the following organizations: World Broadcasting System, Transamerican, Marsch laboratories, Jessie L. Kaufman Inc., Muzak and the entire National Committee of AFM and attorneys for AFM.

A closed meeting of the Executive Board of the AFM was held Sunday, during which company policies were discussed. It is believed that the AFM, due to the Sunday get-together, is fairly certain of its stand.

Should the present meeting end with no decision reached, it is believed that the AFM will go through with plans for a general strike to be called Aug. 14. Strike would draw approximately 2,000 men from radio stations across the nation.

Meanwhile, AFM locals have been instructed by Joseph N. Weber, AFM

(Continued on Page 3)

Television Patents Pooled By Farnsworth and A.T. & T.

Griffin's NBC Show Renewing for a Year

Griffin Mfg. Co. (All-White shoe polish) on Aug. 16 renews the Hughie Barrett show on the NBC-Blue network, Mondays, 7-7:30 p.m., for 52 weeks. Birmingham, Castleman & Pierce Inc. has the account.

Farnsworth Television Inc. and American Telephone & Telegraph Co. have signed an agreement whereby each grants to the other extensive rights to its television patents. The licensing deal was closed in New York late last week by Philo T. Farnsworth organization, and C. P. Cooper, vice-president of A. T. & T.

(Continued on Page 3)

Regular Reporters

Muncie, Ind.—WLBC's news department is now recognized as a full-fledged news-gathering agency, and the reporters working for the department have been accorded full press privileges here. Official recognition was granted recently as a result of the way WLBC has been covering local news developments with its own staff.



Vol. 2, No. 18 Tues., July 27, 1937 Price 5 Cts.

JOHN W. ALICOATE : : : Publisher

DON CARLE GILLETTE : : : Editor

MARVIN KIRSCH : : : Business Manager

Published daily except Saturdays, Sundays and Holidays at 1501 Broadway, New York, N. Y., by Radio Daily Corp. J. W. Alicote, President and Publisher; Donald M. Mersean, Treasurer and General Manager; Chester B. Bahn, Vice-President; Charles A. Alicote, Secretary; M. H. Shapiro, Associate Editor. Terms (Post free) United States outside of Greater New York, one year, \$5; foreign, year, \$10. Subscriber should remit with order. Address all communications to RADIO DAILY, 1501 Broadway, New York, N. Y. Phone Wisconsin 7-6336, 7-6337, 7-6338. Cable address: Filmday, New York. Hollywood, Calif.—Ralph Wilk, 6425 Hollywood Blvd. Phone Granite 6607.

Entered as second class matter April 5, 1937, at the postoffice at New York, N. Y., under the act of March 3, 1879.

FINANCIAL

(Monday, July 26)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Am. Tel. & Tel.	172 1/4	172	172 1/4	+ 1/4
Crosley Radio	20 7/8	20 7/8	20 7/8	— 1/8
Gen. Electric	59	58 1/4	58 3/8	— 5/8
North American	29 3/8	28 3/4	29	— 3/8
RCA Common	9 3/8	9 1/4	9 1/4	—
RCA First Pfd.	69	69	69	—
RCA 55 Pfd. B.				
Stewart Warner	19	18 5/8	18 5/8	— 1/2
Zenith Radio	37 3/4	36 3/4	36 3/4	— 1/2

NEW YORK CURB EXCHANGE

Hazeltine Corp.				
Majestic	3 3/4	3 3/4	3 3/4	— 1/4
Nat. Union Radio				

OVER THE COUNTER

	Bid	Asked
CBS A	30 1/2	31 1/2
CBS B	30 1/2	31 1/2
Stromberg Carlson	13	15

WOV-WBIL Marconi Tributes

WOV, which airs a number of Italian programs, presented a one-hour tribute to the late Senator Marconi at 5-6 p.m. yesterday. Generoso Pope, publisher of Italian newspapers here, and Mayor La Guardia were speakers.

At 7:15-7:30 p.m. WBIL aired an address on Marconi by the Italian Consul General, Comm. Gaetano Vechiotti.

KARK Promotes Jack Lewis

Little Rock, Ark.—Jack Lewis, who joined the KARK announcing staff 18 months ago, has been promoted to program director, succeeding John Cleghorn, who returned to his alma mater, WMC, Memphis. Dale Alford, University medical student, is temporarily filling the vacated announcer spot.



IN A
CLASS
BY ITSELF

INTERSTATE BROADCASTING CO.
730 Fifth Ave., New York

NETWORK SONG FAVORITES

Following is an accurate list of performances for the week ending July 24, covering songs played from 5 p.m. to 1 a.m. on CBS and two NBC networks. Only compositions played 15 times or more are included. This listing is a regular Tuesday feature in RADIO DAILY.

Selection	Publisher	Times Played
It Looks Like Rain (Joseph Morris Music Corp.)		40
Where or When (Chappell & Co.)		34
Merry Go Round Broke Down (Harms, Inc.)		27
Sailboat in the Moonlight (Crawford Music Corp.)		24
First Time I Saw You (Santly Bros.-Joy, Inc.)		20
So Rare (Sherman Clay & Co.)		20
Good Mornin' (Famous Music Corp.)		19
I Know Now (Remick Music Corp.)		19
Stardust on the Moon (E. B. Marks Music, Inc.)		18
The You and Me That Used to Be (Irving Berlin, Inc.)		18
Whispers in the Dark (Famous Music Corp.)		18
Gone With the Wind (Irving Berlin, Inc.)		16
Love Is Never Out of Season (Leo Feist, Inc.)		16
Miller's Daughter Marianne (Shapiro-Bernstein, Inc.)		16
They Can't Take That Away From Me (Chappell & Co.)		16
Tomorrow Is Another Day (Robbins Music Corp.)		16
Toodle-oo (Shapiro Music Corp.)		16
You're My Desire (Mills Music Co.)		16
All God's Chillun Got Rhythm (Robbins Music Corp.)		15
Stop, You're Breaking My Heart (Famous Music Corp.)		15
Sweet Leilani (Select Music Co.)		15

Western Electric Upheld In Patent Suit Appeal

U. S. Circuit of Appeals for the second circuit (New York) yesterday handed down a decision affirming the decision of Federal District Judge Byers which held that six patents owned or controlled by Western Electric, Electrical Research Products and A. T. & T. were valid and infringed by the General Talking Pictures Corp. as successor to the DeForest Phonofilm Corp. This decision was written by Chief Justice Manton and concurred in by Judges Swan and A. N. Hand, and it affirmed in every respect the decision rendered by the lower court in September, 1936.

Patents involved are the so-called Lowenstein grid bias covering the application of a source of potential for the grid of a vacuum tube; the Mathes patent covering a specific application of the Lowenstein invention, and four patents issued to the late Dr. H. D. Arnold, director of Research of Bell Telephone Laboratories, covering various methods of employing vacuum tubes in amplifier circuits involved in wire and radio telephony and motion picture sound systems.

Signed to Cover Cup Races

Jeff Davis and C. Sherman Hoyt have been signed by NBC and CBS, respectively, to cover the America's Cup Races at Newport. Davis is with the Providence Journal and is considered to be "The Dean of Yachting Editors." He has covered the event for the past 40 years. Hoyt is a noted yachtsman and was second in command of the "Rainbow" when she competed in the races.

Salute to New NBC-Blue Link

The 10 new southern affiliates which recently joined the NBC-Blue network will be saluted by artists from three radio centers, New York, Chicago and San Francisco, on Aug. 1 at 11:15 p.m. to 12:15 a.m., over the NBC-Blue network. Stations officially join the Blue network on the morning of Aug. 1.

Wickenden Resigns from CBS

Dan Wickenden, CBS assistant trade news director, has tendered his resignation, effective Aug. 1. Wickenden, after a New England vacation, will devote his time to writing. He is under contract to William Morrow & Co. for three novels. The first one, "The Running of the Deer," was recently completed and will be published in October.

New Serial to Start on NBC

"The Adventures of Wickersham", new serial scripted by Jane Bishir, who also is producer and plays one of the leading parts, will make its debut shortly on the southeast NBC-Blue network. Jack Woods also is featured in the cast.

Woman to Announce Concerts

Lisa Sergio, noted European woman announcer, who recently became a guest member of the NBC staff, will announce the concerts of the Robin Hood Dell orchestra over the NBC-Red network on Saturdays.

ANICE IVES'

"EVERYWOMAN'S HOUR"

WMCA

Mon. thru' Fri., 11:15 to 11:45 A. M.

"There's nothing she can't sell."

COMING and GOING

THAD HOLT and EDWARD HORTON of WAPI, Birmingham, are in New York.

F. D. KESLER of WDBJ, Roanoke, Va., is another New York visitor.

GASTON W. GRIGNON, manager of WISN, Milwaukee, is spending his vacation in Canada, where he motored with his family.

LEWIS ALLEN WEISS, general manager of the Don Lee chain, flew from Los Angeles to Portland, Ore., yesterday.

ROBERT S. TAPLINGER leaves for the West Coast the latter part of this week.

VINCENT LOPEZ arrived from the Coast and left for Saratoga.

HENRY SPITZER, head of Chappell Music, arrives from the Coast Saturday after a cross-country personal contact tour.

AUDREY COLLINS returned yesterday from vacation.

GEORGE GUYAN, program director of KFRU, Columbia, Mo., left last week for two weeks in Chicago and eastern cities.

BILL BURTON returned yesterday from vacation.

SERGE KOUSSEVITZKY, conductor, and MRS. KOUSSEVITZKY, arrive today from Europe.

LESTER GOTTLIEB of WOR returned yesterday from a two-week vacation.

JIMMY WINCHESTER, WHN sports announcer, is back from Washington.

W. A. WILSON, vice-president and general manager of WOPI, Bristol, Tenn., is in town for the week.

Ralph Kirbery in Short

Ralph Kirbery (The Dream Singer), who has been dude-ranching it for the six weeks, is back in town to make a short subject for Universal.

WMCA
NEW YORK'S
OWN STATION

Leads in
PROGRAM
PLANNING

THE *Early Risers* CLUB

DAILY ~ 7:00 ~ 7:45 AM

AFM AND ET MEN BEGIN PARLEYS ON DISK ISSUE

(Continued from Page 1)

president, to make no commitments for any recording or ET work or for remote control broadcasts, or any employment on commercial or sustaining programs, after Aug. 14.

Modern New WSPA Plant Holds Official Opening

(Continued from Page 1)

plant that is comparable with the largest in the south.

First floor of the building has an auditorium with a stage, remote facilities, organ and seating capacity of 400. In this WSPA Playhouse, Program Director J. D. Mugford is negotiating to produce shows for visible and unseen audiences, including a regular "Everybody Sing," a dramatic cast and a "Saturday Fun Fest."

In the main studios proper, on the second floor, are five studios of latest design and equipment. Reception room is large, well lighted and attractively furnished.

The console control room is a masterpiece in design and equipment, for which credit goes to Chief Engineer Bob Wallace, assisted by George Tate and Clarence Morse.

Directly across from the studios are the business offices. An inter-office telephone switchboard facilitates business negotiations.

An intricate system has been established for announcers in studios. If it is necessary to communicate with the announcer handling the program, a light is flashed on a panel in the studio and he may talk by special telephone without leaving the studio, these telephones are so equipped that the voice of the telephoning announcer will not be picked up by the microphone.

Farnsworth and AT&T Pool Television Patents

(Continued from Page 1)

The move, it is said, clears the way for cooperation between the Bell System, Farnsworth and certain licensees of the latter, helping to clarify a difficult patent situation and speeding up the eventual debut of television.

See President Favoring Craven, Wheat for FCC

(Continued from Page 1)

Craven for the chairmanship and Carl I. Wheat for the other vacancy. Last rites for Prall, who died last week, were held yesterday from his home in Staten Island, N. Y.

Signed as Jolson Writers

West Coast Bureau, RADIO DAILY

Los Angeles—Ken Brown and George Corcoran have been signed as writers on the new Jolson series. Team turned out scripts for Packard show last season. Dolan & Doane set the deal.

Bid for Polo

CBS and NBC have entered bids for the radio rights to all polo games played under the auspices of the United States Polo Association. Bids cover a five-year period, it is understood.

ET Business on Upbeat, Mertens & Price Report

West Coast Bureau, RADIO DAILY

Los Angeles—Mertens & Price Inc., important factors in local transcription program field, report inquiries and closed business for fall decidedly on the upbeat. New contracts for August release of the popular "Sunday Players" series, dramatization of biblical stories, include: Woodlawn Cemetery, Detroit, for use on WXYZ; Michigan Trust Co. Grand Rapids, for WOOD; Lincoln Memorial Park, Lincoln, Neb., for KFOR, and Burpee-Wood, Rockford, Ill., for WROK.

"Home Folks," featuring Wade Lane, goes to WJSV, Washington, for Morris Plan Bank sponsorship; WCHS, Charleston, W. Va., for Charleston Federal Savings & Loan, and several others.

Agnes White, home economics expert featured on KFI and producer of the M. & P. "American Kitchen" program, leaves Aug. 1 for a six-week vacation-business trip in the Middle West and East, and will inaugurate her "Kitchen" on several stations "in person," with all of the newspaper tie-ups and merchandising aids which are a part of the firm's service.

Texas Co., Lever Bros. In Renewals On CBS Net

(Continued from Page 1)

the program in September. Buchanan & Co. placed the renewal.

Lever Bros., Cambridge (Lux soap), has signed a 52-week renewal for Lux Radio Theater over CBS Mondays, 9-10 p.m. Show at present is off the air for the summer, resuming on Sept. 13. Renewal goes into effect on Sept. 27. J. Walter Thompson Co. is the agency.

"Lorenzo" Switching Stations

"Lorenzo Jones," serial heard over NBC-Red network Monday through Friday at 4-4:15 p.m., drops WXYZ and WCKY on Oct. 1. On the Oct. 4 airing, program will add WSAI and WWJ. Latter stations are being used because former will broadcast baseball. Sterling Products is the sponsor.

WANTED

Successful Producers of Latin American program for large foreign advertisers' series. Excellent past record essential. Write Box No. A-104, RADIO DAILY.



GRACE BRADLEY, star of 20th Century-Fox, appearing in... "Wake Up and Live".



DICTOGRAPH

Silent! **RADIO**
with the ACOUSTICON
MYSTIC EAR

HERE, at last, is a radio that can offend no one—a radio with advantages never imagined a few years ago. By means of its Acousticon Mystic Ear it permits "private listening"—one can listen while others read, sleep, talk. Music heard this way has a soothing ethereal quality that relaxes nerves, induces deep, natural sleep. The deafened can hear with it, too—and it's a marvellous way to get the children to bed (just put the "Ear" under the pillow). Of course it also has the conventional loudspeaker; a flip of a switch and you can entertain a room full. On sale at all the better stores or inquire of



DICTOGRAPH

PRODUCTS CO., INC.

580 Fifth Avenue - - New York, N. Y.

★ F. C. C. ★ ACTIVITIES

HEARINGS SCHEDULED

Sept. 20: Monocacy Broadcasting Co., Rockville, Md. CP for new station. 1140 kc., 250 watts, daytime.

Church of Jesus Christ of Latter-Day Saints, Salt Lake City, Utah. CP for new station. 15250, 21460 kc., 50 KW., unlimited.

WNBZ, Saranac Lake, N. Y. Vol. assignment of license to Upstate Broadcasting Corp. 1290 kc., 100 watts, daytime.

Sept. 23: John S. Allen & G. W. Covington, Jr., Montgomery, Ala. CP for new station. 1210 kc., 100 watts, daytime.

Lawrence K. Miller, Pittsfield, Mass. CP for new station. 930 kc., 250 watts, daytime.

Sept. 29: Earl Weir, St. Petersburg, Fla. CP for new station. 1370 kc., 100 watts, unlimited.

Seaboard Broadcasting Corp., Savannah. CP for new station. 1310 kc., 100 watts, 250 watts L.S., unlimited.

Athens Times, Inc., Athens, Ga. CP for new station. 1210 kc., 100 watts, 250 watts L.S., unlimited.

WMAZ, Macon, Ga. CP to increase power to 1 KW., 5 KW. L.S. 1180 kc., limited.

Oct. 1: WSAZ, Huntington, W. Va. CP for increase in power to 1 KW., 5 KW. L.S., 1190 kc., limited.

N. B. Egeland, Roland, Ia. CP for new station. 1500 kc., 100 watts, 250 watts L.S., specified.

Colonial Broadcasting Co., Morristown, N. J. CP for new station. 620 kc., 1 KW., unlimited.

EXAMINER'S RECOMMENDATION

Robert E. Clements, Huntington Park, Cal. CP for new station. 1160 kc., 250 watts, daytime be dismissed.

Preparing New Series For Southwest Stations

(Continued from Page 1)

Thompson agency has accepted for Omar Milling Co. Contract calls for 42 scripts, which will be heard on 14 stations. Louis Jakobson, Chicago, is here to disk shows. Talent from WBAP's dramatic staff is being used.

Question-Answer Prize Shift

Michael McElroy, who handles daily street broadcasts for the Waterloo studios of WMT, Cedar Rapids-Waterloo, has added a new wrinkle to the current question-contest on his "Voice of Iowa" sponsored by Alstadt & Langlas Baking Co. Previously a dollar daily has been offered for the best contest-question included on the day's questionnaire. Now the dollar goes to the person ANSWERING the question on the street. Contestants submitting questions the persons interviewed are unable to answer, will receive their prizes as before.

"Cheer Up" on CKX

CKX, Winnipeg, is now presenting a daily program at 8:15 a.m. CST entitled "Cheer Up." In this program good wishes are extended for the success of various community enterprises taking place on the day of the broadcast at points within range of CKX. Fairs, exhibitions and other community celebrations are mentioned in the program and this effort on the part of CKX is producing many expressions of appreciation from residents of towns in Western Manitoba.



● ● ● Gillette's Summer Hotel, starring Milton Berle, Andy Sanella's ork, Elaine Barton and Bert Gordon, will fade from the airplanes permanently after the Aug. 29 airing.... Mose Gumble assumes the dictatorship of the Professional Music Men's Ass'n next week, having severed all connections with his firm.... Sherman-Clay was bought by Robbins yesterday, with "So Rare" going to that firm, and the standard catalogue being handled in the future by Miller Music.... Mickey Alpert and Kathryn Rand will be married in October. Meantime, Mickey, Leo Kahn and Bernie Fazio are writing "A Serenade to the Waiters" at the Riviera.... Yascha Bunchuk will conduct the show at the International Casino with George Olsen showing his white teeth to the dancers.... Bob Crosby comes to New York and opens at the Belmont Plaza in October.... Al Dubin had a luncheon appointment with Harry Warren the other day. He phoned Harry Link a few minutes before the scheduled time and said he couldn't keep the date—because he was in Vancouver en route to Alaska!

● ● ● During the KDKA, Pittsburgh, pick-up airing of the dance music by Mike Riley's band at the New Penn, listeners heard the dancers yelling "Hey, Hey".... Someone has asked what it's all about.... Here's the inside. Seems when the remote goes on, Mike had just completed the music for the floor show there and since the show features his latest zany, "Hey, Hey" the crowd continues the chant which lingers into the opening of the broadcast.... Jack Foster, WHBL, sports announcer in Sheboygan, Wis., found a busy week for himself with six softball and one baseball games in four days last week!.... Suggestion to CRA, MCA or Rockwell-O'Keefe: Get Sammy Kart, playing at the Stork Club in Providence under your wing. His is the hottest combination we've ever heard!

● ● ● Will Rockwell, formerly headman at Miller, will join forces with Roger White.... Frank Burke of CRA is out ill.... Lucille and Lanny clicked with their routine for Arthur Willi at RKO.... Irving Berlin will score the next Fred Astaire-Ginger Rogers flicker.... Al Beilin takes Harold Lee's job in Chicago.... "March of Time" will do a bit of Jimmy Fidler in action today on the Coast as part of a flicker.... Oscar Shaw records a new show today.... Easy Aces will dramatize their own life on the air to celebrate their 8th year on the nets.... Bernie Cummins opens at the Biltmore August 7.... The NBC wire at the Willows has been replaced with an MBS line.... Clarence Chamberlain, the flyer, is looking for a press agent to road-tour his name prior to a barnstorming flight.... Mickey Bond is lining up a band for Lee Sims' fall program.... Rudy Bundy did for sides for Master and before leaving the studio, he was signed for two more.... Jack Osterman, after reading Abe Lyman's "one minute interview" in RADIO DAILY on "bandleaders joking on the air" writes us a "one second interview": "Dear Abe: What jokes?"

● ● ● WNEW will air Amelia Earhart's voice today on the Martin Block "Make Believe Ballroom".... This is a record made by the aviatrix some time ago on the topic "The Future of Aviation". Paid advertisement in Cincinnati Post and other papers were used by Cincy stations to salute L. B. Wilson and WCKY on the occasion of the station's 10,000-watt transmitter dedication today.... Jack Graney, WHK-WJAY, Cleveland, sportscaster will do a reenactment of the fifth game in the 1920 world series tomorrow on WHK's baseball show....

ORCHESTRAS MUSIC

CHICK WEBB and ork are being Crouted through the southwest by Consolidated Radio Artists. They play Houston, Aug. 2; Corpus Christi, Aug. 3; San Antonio, Aug. 4; Muskogee, Aug. 4; Tulsa, Aug. 10.

J. C. Stein, president of MCA, is now dividing his time practically equally between Chicago, New York and Hollywood. W. H. Stein, v.p., flew to the coast to supervise new plant construction.

Herman Waldman's orchestra is now playing at Casino Park ballroom, near Fort Worth, and being aired several times weekly over WBAP. The West Coast hotel strike is responsible for Waldman being in Texas this summer. Red Nichols and his orchestra go into Casino ballroom for an indefinite stay about Aug. 1.

Ewen Hail and his Plaza Hotel orchestra from San Antonio has replaced Ken Moyer's orchestra at Midway Inn on the Fort Worth-Dallas pike. Hail's band also is being heard three times weekly on the Inn's commercial programs being aired by WBAP.

Herbie Kay and his orchestra go into Catalina Island Casino on Sept. 1.

Emil Velazco and band are currently playing at Sylvan Beach, Houston, for CRA's Dallas office.

Harry Lewis and ork open Aug. 1 at the Wilshire Bowl, Los Angeles, set by Hollywood office of CRA.

Leo Reisman, after three weeks in Paris, is doing three more at the Monte Carlo Casino. He returns to the Waldorf Hotel early in September.

Ebba Sundstrom, conducting the world's only Woman's Symphony Orchestra, will be heard over CBS network from Grant Park, Chicago, Aug. 3.

Johnny Hamp and his orchestra play the Hotel Robert E. Lee, Winston-Salem, N. C., July 30, booked by CRA.

The Swing Five of WMT, Waterloo, part of a participation show on the noonday Cornhuskers program, boasts truly unique instrumentation, with no brass or woodwind instruments included. Group includes piano, celeste, drums, guitar, and string bass. Try it over on your microphone.

Jerry Blaine is the only New York bandleader who has four coast-to-coast radio hook-ups. His "streamline rhythm" is heard from the Park Central over the WEA-F-NBC network four times weekly.

Maurie Sherman and his orchestra play Fernwood Gardens at Sturgeon Bay, Wis., for CRA, on Aug. 13.

NEW PROGRAMS—IDEAS

KSTP's Minnesota Tour

Maybe KSTP, Minneapolis-St. Paul independent, is making softies out of the state's thousands of tourists, but anyhow the station is making life a little less complicated for the vacationer. With the benefit of a new program series, the tourist can take a regular Cook's tour of Minnesota without budging from the comfortable armchair of some cool cabin by one of the state's 10,000 lakes. All he has to do is turn on the radio and he can get enough information about Minnesota to keep conversation humming all next winter.

Program, known as "Our Minnesota," is directed primarily at aiding in building up one of the state's biggest industries—the tourist business. It has several other aims: to point out unusual facts about the state to the tourist; to point them out, too, to Minnesotans who can then put up sales arguments when they try to induce friends or relatives to vacation here. Show goes on at 5 each Monday evening for 15 minutes, and outlines little-known facts about the state, its growth, history and significance, as well as some of the historical spots. Weeks of research are necessary for each broadcast, consulting old documents, newspaper files and the like.

The show is produced and aired by William H. Keltz. Programs tell some unusual facts about the iron range country in northern Minnesota and its early characters; newly discovered data about Jim Hill, the celebrated "empire builder;" the growth of music and literature; the story behind the famed Mayo clinic at Rochester; folk lore and ghost tales, and the like.

INS is Signed by NBC For Shortwave Service

(Continued from Page 1)

ated stations use Press-Radio for unsponsored broadcasts and United Press for sponsored news program.

Simultaneous with the addition of the INS wire, NBC enlarged its foreign broadcast service to a 16-hour schedule. The new W3XAL beam antenna will be pointed toward Europe from 9 a.m. to 3 p.m. From 3 p.m. to 7 p.m. broadcasts will be non-directional. From 7-9 p.m. beam will point to South America and from 9:15 p.m. to 1 a.m. program will continue to be aired to South America. Quarter-hour lapse is made to change the broadcasting frequency of the transmitter.

INS news will be broadcast in French on the European beam at 12 noon, in German at 1 p.m., and in Italian at 2 p.m. South American schedule is 7-7:15 p.m. to Argentina in Spanish and 7:15-7:30 p.m. to Brazil in Portuguese.

European broadcast will be aired

WQAM's "Summer Scrapbook"

An about-face to the early days of radio has proved the biggest mail-puller produced over WQAM, Miami, for several years. Titled "Summer Scrapbook," the program features all request numbers, with emphasis on old-time popular and folk songs. Birthdays, wedding anniversaries and births are announced and celebrated by the cast, introduced by special arrangements of "Happy Birthday," a wedding march and "I Love You Truly" and "Rock-a-Bye Baby."

Program moves fast, but with an informal, neighborly mood. A wide variety of music is always included, and the half hour daily at 11:30 is proving as popular in cosmopolitan Miami as in hundreds of small towns in South Florida. Typical mail comment from far-off villages is "We feel like it is our home town program." Which is exactly what station aims at.

Commercials are straight selling, but introduced as pictured on the pages of the book. Talent comprises the "Kentucky Ramblers," versatile orchestra and singers, Jack Thurston, piano and organ, Eloise McAllister, soloist, Norman MacKay as master of ceremonies, also supplies a comedy spot as "Tony Audio," Italian news commentator familiar to WQAM audiences.

Philatelic Program Clicks

One of the biggest mail pullers at KFOX, Long Beach, Cal., is "The Stamp Man." This cheery, well-informed philatelist brings in simple terms to his audience the stories behind the picture on stamps. He urges the collecting of stamps by classification of pictures rather than by the regular standards of year, perforations, watermarks and grills.

on 17,780 kcs., or 16.8 meters. Same wave length will be used for South America until 9:15 p.m. when it switches to 6,100 kcs, or 49.1 meters. Foreign short wave department is under the direction of Phillips Carlin, in charge of sustaining programs, with Charles R. Carvajal in charge of all production.

Staff of announcers who air the news reports and the language which they will handle are Lisa Sergio, Italian and French; Ernst Kotz, German; Marin Viala, Spanish; Pinto Taneirao, Portuguese, and Armando Mencia, Spanish.

McKeon Buys New Home

Harry F. McKeon, NBC auditor, has bought a new home at Great Neck, L. I.

In the heart of Radioland—Hollywood's most modern transcription studios

THE AEROGRAM CORP.

"from script to disk"

1611 Cosmo St.

Hollywood

... Radio's own daily newspaper modestly presents a series of 100 unsolicited testimonials as to what Radioland thinks of RADIO DAILY.

MACWILKINS & COLE, INC.

Seattle, Wash.

"... I would like to compliment RADIO DAILY because it is a very fine publication. It is something which, I believe, should have a very good market throughout the United States."

Larry Bradley
Radio Director.

KGNO

Dodge City, Kansas

"... RADIO DAILY should do a fine job for its advertisers if it maintains its present standard."

John C. Drake

WESG

Elmira, N. Y.

"... I want to take this occasion to compliment you very highly on the fine daily sheet you publish. RADIO DAILY certainly fills a long-wanted need in the industry."

Dale L. Taylor
Manager.

... RADIO DAILY is six months old. It is growing fast. It already has the confidence of a great progressive industry. Watch RADIO DAILY.

★ Program Reviews and Comments ★

"GOOD WILL HOUR"

MacFadden Publications
WMCA-Intercity Network, 10-11 p.m., and WOR-Mutual, 10:30-11 p.m., Sundays.

MARITAL RELATIONS PROGRAM PACKED WITH SOB STUFF FOR MOB APPEAL.

The reconstructed version of the former "Good Will Court" went commercial last Sunday night, with a full hour of domestic trouble cases that were expertly presented from a listener angle. The new version eliminates the middle man, formerly A. L. Alexander's job, but instead has John J. Anthony, director of the Marital Relations Institute, acting as director and advisor to the cases appearing. Cases are treated with respect, and though there is no apparent effort to over-dramatize them, the program reeks of showmanship. Several of Sunday night's subjects, including unwed mothers, mistreated wives of unfaithful husbands, etc., broke down and cried into the mike.

All cases, domestic and otherwise, are given the desired advice in a straightforward manner, and broadcast moves swiftly along for the full hour. A noticeable lack of lengthy commercials also helps the program materially. The show is easily as big as its predecessor, and should prove even more successful if it continues in the same vein that it exhibited last Sunday night.

"Hi, There, Audience!"

In as much as this Sunday night WOR-Mutual program headed by Ray Perkins is frankly a testing spot for new ideas in skit as well as song, and also since it must work under the limitations of budget and facilities imposed on a sustaining, some of its misses are understandable. The one thing that must be borne in mind by the producers, however, is that listeners are unaware of, and unconcerned with, backstage difficulties.

When caught again last Sunday, following its recent change from an hour to a half-hour, the program showed much improvement in the musical end and equally as much courage along comedy lines. A comedy skit, under the billing of "Musical Candid Camera," presenting a travesty on "Old Man River" just

after Sid Gary had vocalized the number very meritoriously, struck this listener as one of the experiments that didn't click. It wasn't exactly appropriate.

Helene Daniels went over strong with "St. Louis Blues," Ray Perkins handled "Johnny One Note" very entertainingly, and the work of Key Men, Bob Stanley's orchestra and the singing ensemble all were excellent. Kenneth Delman, the man of many impersonations, also scored, and Frank Knight did well by the announcements.

As for the comedy Jonah, perhaps the best policy for a show with a limited budget is to steer clear of the type of sketches that require the craftsmanship of several high-salaried writers to put them over.

Pennsylvania Program

Interesting possibilities are suggested by the type of show aired Saturday at 10:45-11 p.m. over CBS stations from WCAU in Philadelphia. Designed to attract vacationers to the Penn country, the program presented Governor Earle as "host" in a brief invitation; the secretary of the State Highway Commission, telling about the state's good roads, a couple of pleasing vocal numbers by Ben Alley and Eleanor Bowers, and music by the Candelori orchestra. A "hospitality passport," plus maps and other data about the state, were offered to anybody writing in. Swell idea here for making the country more travel conscious and thereby promoting much additional commerce.

"Little Variety Show"

WBZ at Boston sent a bright and sparkling little variety program over the NBC-Blue network last Saturday at 5-5:30 p.m. as the first of a weekly series titled "Little Variety Show." The singing of Tony Russell, who has plenty of "it" in his voice; Eleanor Lane, who is equally pleasant to the ear, and The Collegians, a lively and melodious harmony group, plus the topnotch Rakov orchestra, a piano team and sportcaster Bill Williams, made up a snappy and well diversified show.

Williams, by the way, is unusual among sports commentators. He is somewhat on the erudite side, yet has a Floyd Gibbons pace and punch in his delivery, and knows his stuff.

"A Matter of Life and Death"

There is only one trouble with most of the Columbia Workshop offerings, and that's their more or less depressing subject matter. This new playlet by Leopold Atlas, his first written direct for radio, falls in that category. Aired Sunday night at 7-7:30 over CBS, it deals with prevention of child deaths due to rheumatic heart. It's a laudable subject, and both the dramatization by Atlas and the performance given it by the Workshop troupers under the direc-

tion of Irving Reiss, brought the point home with tragic force. But somehow it gave the listener an uncomfortable feeling. Chiefly for the class audience.

Ina Claire

In the first of her NBC series, Ina Claire brought to the NBC-Blue network at 8-9 p.m. Sunday a fairly entertaining performance as the washerwoman who rose to duchess in Sardou's Napoleonic comedy, "Madame Sans Gene." An expert actress, with a voice that holds you despite the fact that Miss Claire is not yet fully acclimated to the mike, the noted stage star can count her radio debut as a mild success. A good supporting cast, including Osgood Perkins, Louis Hector, Charles Webster, Helen Choate and Julian Noa, helped the presentation.

"Fun in Swingtime"

Insertion of a Hawaiian swing specialty, with instrumental playing and vocalizing by a group of "Royal Hawaiians," provided a bright and very entertaining spot on the "Fun in Swingtime" headed by Tim and Irene and Bunny Berigan's orchestra over WOR-Mutual last Sunday evening. Otherwise this program holds to about the same level week in and week out—fair and occasionally very good comedy, with consistently hot and snappy music by Berigan's crew.

"Sunday Night Party"

Henry Hull and Peggy Conklin, in a dramatic sketch, and Niela Goodelle in vocals did swell jobs in the guest end of the show on last Sunday night's Sealtest program over the NBC-Red. James Melton, emcee, sang a few numbers in his popular style. Tom Howard and George Shelton dispensed their usual batch of comedy, and Robert Dolan's orchestra provided a musical background that was highlighted by a medley of Noel Coward tunes.

"Everybody's Music"

Another work of the Columbia Composers Commission was premiered on CBS at 3-4 p.m. Sunday under the direction of Howard Barlow and with Henry M. Neely as commentator. The new composition was tentatively titled "Music for Radio," and listeners were asked to send in suggestions for a permanent title. It's not an easy number to classify by title, but it did sound good to the ear, being very melodious plus carrying a bit of novelty.

Alice Faye

There is much disappointment in the performances given by Alice Faye in her Friday evening stints with the Hal Kemp orchestra on CBS. Colorless and routine singing, and a listlessness in the brief dialogue exchanges, makes the listener wonder if this is the same Alice Faye who

has been such a delight on the screen. Perhaps movie work leaves her tired out when her radio time comes around. Whatever it is, it's not doing her reputation any good.

Briefly

Charlie Olcott, emcee of Monday's "Spotlight Revue" on WOR-Mutual, did a very satisfactory job on this snappy and tuneful variety show.

Betty Caine, the new lead in Princess Pat's "A Tale of Today" over NBC-Red network on Sundays, sounded okay in her debut on this program Sunday.

Freddie Lightner has been improving his comedy on the Sunday evening Jell-O show over NBC-Red, but Jane Froman's vocalizing is still the choice item on this summer program.

The brief bits of advice to kids, such as obeying their parents, studying their lessons, watching out for traffic on the streets, etc., offered in the "Junior G-Men" program on WOR, are items of constructive service.

Mary Pickford's appearance on the Sunday night Chase & Sanborn hour was most ingratiating. Few women provide greater listening joy than Miss Pickford does over the air.

Jerry Belcher sounded a little bit "awed" as he interviewed Jimmy Fidler and his guests on the "Our Neighbors" program last Sunday. Many of the questions Belcher put to Fidler had to be evaded—some shouldn't have been asked and probably wouldn't if Belcher hadn't been a bit ruffled. The few moments with Jane Withers, however, were a sheer delight.

GUEST-ING

ETHEL MERMAN and EDDIE MALLORY and his Californians, on "Good Time Society," Aug. 2 (NBC-Blue, 8 p.m.).

OZZIE NELSON and his orchestra, HARRIET HILLIARD and VINA BOVY, Met opera soprano, on "Magic Key of RCA," Aug. 1 (NBC-Blue, 2 p.m.).

RAYMOND SCOTT and his Quintet, BUSTER BAILEY and VIOLET MELE, on "Swing Club," Saturday (CBS, 8 p.m.).

FRANCIS FAYE, EDITH NELSON and BILLY KYLE on the "Broadway Melody Hour," tomorrow (WHN-WOR, 8 p.m.).

ROSCOE ATEs, on Jay C. Flippen Amateur Hour, tonight, (WHN, 7 p.m.).

1	9	3	7
SUN	MON	TUE	WED
4	5	6	7
10	11	12	13
14	15	16	17
18	19	20	21
22	23	24	25
26	27	28	29
30			

BIRTHDAYS

Greetings from Radio Daily
July 27
Jack Roseleigh
Mabel Albertson
Fox Case



OLSEN AND JOHNSON'S proposed Richfield broadcasts from Catalina Island have been called off on account of conflicting commitments, and program will continue from local NBC studio, with Jimmy Grier supplying music for next three weeks, following which Ted Fiorito takes over the baton for similar period. Comics' tour of the Northwest, however, will be made as scheduled, with San Francisco, Seattle, Portland and other towns on the itinerary. Gertrude Neisen and other members of the cast will troupe also.

"Five Hours Back," NBC's Blue network show which is picked up by British Broadcasting Co., originates here Friday, British listeners will hear the Packard show virtually intact, with Johnny Green's music, Jane Rhodes, Trudy Wood, et al, and Ken Carpenter officiating.

J. Savington Crampton, recently installed as head of the local Wm. Esty office, had all the trade and newspapermen in Los Angeles county out for Benny Goodman's opening at the Palomar, and everybody swung a little to Benny's swing. The Palomar also will be the scene of the next local swing-concert jam-session on Sunday, August 1, with Goodman, Jimmy Grier, Louis Prima, Hal Kemp, Raymond Scott, Bobby Sherwood and Segar Ellis all contributing their best licks.

Lucille Dinsmore, KFAC publicity, off on the annual vacation. Ditto for Isabel Ranney, KFVD secretary.

Jerry King, Standard Radio, back from business trip to New York, Chicago and Minneapolis. Also managed to visit a few of the 200 stations subscribing to his Standard Library service.

Johnny Luther and his gang back on the KNX Hollywood Barn Dance after completing Eastern engagements.

Edna deNunzio, operatic soprano, becomes a regular member of Cap. Dobbsie's "Ship of Joy" crew on KEHE and the Orange network.

Bert Gottschalk has installed the latest in air conditioning plants to the equipment in his Electro Vox record studio at Air-Chek.

David S. Ballou, well known in local radio field but more recently manager of KPDN, Pampa, Texas, has returned to Los Angeles and cast his lot with the Aerogram Corporation.

Fred Jones, KEHE press agent, has resigned. Successor is Lewis C. Patterson, who comes from the Hearst organization in Washington, D. C.

Buell Thomas, colored tenor, becomes a staff artist at KMPC following his discovery by Van Newkirk singing in the chorus of Carmen at the Hollywood Bowl.

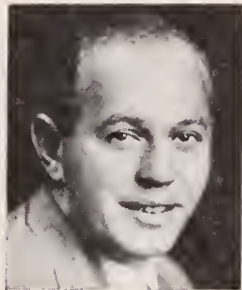
Aerogram Corp. is cutting the fourth of a series of dramatizations showing the functioning of the Los Angeles County Probation Department, which are released nationally

RADIO PERSONALITIES

No. 53 in the Series of Who's Who in the Industry

DR. LEON LEVY, president of WCAU Broadcasting Co., joined the field of radio broadcasters in 1925, and in 1926 was elected to his present office.

Born and raised in Philadelphia, he attended local public schools and is a graduate of the University of Pennsylvania. During the war he served as a lieutenant in the United States Navy.



Won D. Sc. degree for his radio work.....

When he took over WCAU, the station was operating on 500 watts power with studios in the Hotel Pennsylvania and the transmitter located on the roof of the hotel.

Seeing the great possibilities of this new industry, he guided the policies of WCAU and is directly responsible for its growth and present ranking as one of the outstanding 50 KW. stations in the country.

In 1933 the Pennsylvania Military College, at its graduation exercises, awarded him an honorary degree of "Doctor of Science" for his work in the new studios and transmitter of WCAU.

Dr. Levy has also helped to guide and build the Columbia Broadcasting System. In 1927 he was elected secretary and treasurer of CBS. Several years ago he resigned and was elected to the board of directors.

for private showing to various co-ordinated groups active in crime prevention work. Current release is "The People vs. Thompson," and was dramatized from case history by Frank Tobey, with the co-operation of K. J. Scudder, county probation officer.

Charles Lapworth, formerly of the London Daily Mail and one time English representative for Samuel Goldwyn, becomes a news commentator on KFI, Mondays at 3:45 he will give a digest of the news of the week under the caption, "What the Papers Say," and on Thursday at the same hour he will cover pictures, stage and radio in a resume of the week's activities called "What the Critics Say."

Chiquito, credited with being the original "Peanut Vendor" on the initial recording of that classic, was heard Saturday on Hollywood Showcase.

KMPC will air a Hollywood Bowl rehearsal with Hans Kindler conducting today at 10:30. Van Newkirk, program director, and Leo Tyson, station manager, taking bows on another "first time" stunt.

Tommy Tomlinson, CBS announcer, vacationing at Catalina.

"Hollywood Showcase," CBS sustainer, will have Joe Hernandez, famous race announcer, describing the Del Mar Handicap and final day of racing at Bing Crosby's Del Mar track on July 31.

Irving Fogel Radio Productions moved from Cross Roads of the World to swank new quarters on the "Sunset strip"—8979 Sunset, to be exact. Fogel controls exclusive radio rights for five years to Charlie Chan. Scripts have been done by "Hec" Chevigny, Virginia Radcliff and Earl Derr Biggers, Jr., and first few episodes produced and transcribed for audition purposes. Several major agencies and national advertisers are reported interested.

Title of last Thursday's episode of "Calling All Cars" on KHJ was "The Throat that Didn't Bleed?" The

author of Nick Carter couldn't have done better in his prime, and Betty McFadden Wright, scripter for Nick Harris, must have turned green with chagrin.

Jack Wheeler, CBS announcer and producer for Lloyd Pantages, in and out of Good Samaritan Hospital. Black widow spider responsible.

Jessie G. Abbott, Abbott Radio Productions, now installed in Cross Roads of the World. Moved from former Cherokee street recording studio and now confining activities to productions and agency.

KNX will have Sterling Young and orchestra on remote from San Clemente Casino beginning July 31.

KMPC announces a new remote of Don Ricardo and his orchestra from Pan Pacific Auditorium, 11 p.m., Fridays, Saturdays and Sundays.

Harvey Harding, CBS, is a one man quartette. To prove it he has cut a record with three of his voices in the wax and sings the fourth part "in person." Now thinking of transcribing all the vocal parts and playing his own accompaniment at the piano.

The perambulating CBS mike of "Hollywood in Person" is due for a trip to RKO studio on Aug. 2, when Margot Grahame and Erik Rhodes will be quizzed on this and that.

Elza Schallert will pop questions at Frances Marion, veteran screen scenarist, on her July 30 NBC airing.

NASHVILLE

Howard E. Rasmussen is the latest addition to the sales force of WSIX.

George W. Doyne, former salesman at WSIX, has left to open his own advertising agency.

David Stone, announcer at WSM, has returned from his honeymoon and is back on duty at local microphones.

Leon Cole, WSM organist, is giving a series of weekly concerts at Centennial Park.



QUIN RYAN, manager of WGN, is determined to get entirely out of the hay fever season this year. He sails for three weeks in Alaska about Aug. 15.

Now that Horace Heidt has declined to go into the Drake for four weeks ahead of Fred Waring, Jack Denny is being held over with a new show—an ice carnival.

Martha Hoaglund, formerly with Jack Ryan's Press Agency, is handling publicity for Drake Hotel.

Kirby Hawkes, radio director of Blackett-Sample-Hummert, made a quick trip to the coast over weekend.

Tom Wallace of Aubrey, Moore & Wallace about set to start on fortnight's vacation in Colorado.

John Pierre Roche, president of Roche Willians & Cunnynggham agency, to Knoxville on business and then for a tour of the Great Smoky mountain region.

Betty Craig and Gene Barron taking over Larry Wolters' work as radio editor of Chicago Tribune while he vacates on the ancestral farm in Iowa.

Florence George, who went practically unnoticed during the many months she was at NBC here, has been signed by Paramount to a long term contract. She probably will be starred in "The Vagabond King."

Harold Peary, portraying a Portuguese role here the other day, revealed that he was actually of Portuguese extraction.

Ken Fry of NBC special events division to Shawneetown, Ill. for special broadcast over Sunday.

"Elder" Lucy Smith (colored), choir and band are back on the air from All Nations Pentecostal church (The Glorious Church of the Air) with a full hour's broadcast at 12 midnight every Sunday over WCFL. Elder Smith is a sort of feminine Elder Michaux.

University Broadcasting council launched a new art series under title Art and the American Scene over WIND yesterday. First speaker will be Prof. James Carson Webster of Northwestern University.

Fourth annual Collegiate All Star vs. Pro Champion football game—this year Green Bay Packers—will be broadcast in its entirety from Soldiers Field here by NBC and WGN-Mutual on Sept. 1, sponsored by Chicago Tribune. WGN will be only local station permitted to carry. Mutual is using Bob Elson for play by play, with Elmer Layden, Notre Dame coach, and Lynn Waldorf of Northwestern to do the experting. NBC is using Hal Totten of Chicago and Bill Stern of New York. CBS is thinking of airing a half hour.

Fitger Brewing Co., Duluth, now using spot announcements on various stations to call attention to its fishing contest on Minnesota network of WCCO, WEBC, WMFG, and WHLB. Leo Burnett Co., Chicago, handling.

PROMOTION

KWTO's Follow Thru Policy

The "follow thru" in radio advertising is just as important as in the game of golf—and KWTO, Springfield, Mo., is leaving nothing undone to see to it that its accounts get results.

A recent example is the cooperation given the Junge Baking Co. of Joplin, Mo., which sponsors the daily, except Sunday, "Man on the Street" broadcast over KWTO.

Leslie Kennon, local salesman handling the Junge account, spent two whole days in the territory working with Junge salesmen in an effort to promote the closest possible contact between the advertiser, the medium, and the retailer.

The Junge salesmen and Kennon visited 61 different retail stores in 17 Southwest Missouri counties during the two days. Kennon's principal object was to show the retailer how he could tie-in more effectively with products advertised over KWTO.

During the two days, Kennon also had ample opportunity to gain some first-hand knowledge of the most popular programs on the station, and the opinions of representative merchants on radio advertising versus any other medium. What the merchants told Kennon was sufficient to convince the Junge salesmen and their company that they should renew their contract for another year.

"KMOX Goodwill Tour"

The Public Affairs Department of KMOX, Jerry Hoekstra, director, arranged a "KMOX Goodwill Tour" on July 24. Hoekstra, Marvin E. Mueller, announcer, Gordon Sherman, special recording engineer, and Norman Green of the production staff, sailed down the Mississippi on the packet boat "Golden Eagle," the guests of Captain Henry Leyhe. The first stop on the trip was St. Genevieve, Mo., then Cape Girardeau, Cairo. At each town arrangements have been made for a 15-minute recording of the historic background of the city and short talks by outstanding citizens. The "KMOX Goodwill Tour" program will be heard over KMOX for four evenings.

ONE MINUTE INTERVIEW
LEWIS ALLEN WEISS

"Big names are not necessary to the success of a radio program. The best example of this may be found in the tremendous popularity of 'The Lone Ranger' dramatizations. Entirely unidentified, the cast performs anonymously, and the reason for its 'draw' can be traced directly to the sincerity of production, completeness of script and the appeal of its adventure. Well rounded production, with all factors pushing toward the common goal, is the background of any program series—with or without 'names'."

★ Coast-to-Coast ★

WBT, Charlotte: Reginald Allen, Esso newscaster, has started a new series of Hollywood chatter quarter-hours . . . Willie Johnson and his Golden Gate Jubilee Singers have taken over the daily RCA show . . . The Chamber of Commerce's Better Business Bureau has started a 15-minute weekly program . . . A. K. Sutton Inc. (Philco dealer) has started "Philco Melodies," with Jane Bartlett, pianist; Marie Davenport, organist, and Martha Dulin, interpolator; Philco also sponsors the Bill Davis Cotton Blossom Band . . . Margaret Siceloff, assistant program director, on vacation.

When Anne Mundy, concert pianist who was widely acclaimed in Europe following her debut with the Warsaw Philharmonic, arrived in St. Paul last week to make preparations for opening her first American tour, KSTP scored a musical beat by wangling her for a 15-minute stint on the station, marking the start of her American recital series. Miss Mundy, formerly of St. Paul, is here to complete arrangements for an appearance with the Minneapolis Symphony.

WCPO, Cincinnati: Bob Bentley, who conducts the "Yours Truly" program, started his vacation this week . . . "Open House to Ladies," with Jane Schrader as emcee, is a new series scheduled to start soon . . . Cleo Brown, dusky maiden of melody, is featured in a new weekly program, "Harlem Minstrels," Tuesday nights.

"Down by Herman's," the WISN (Milwaukee) Saturday afternoon program heard over CBS network, has started its third year.

WLBC, Muncie: Donald Burton, owner, and Bill Craig, commercial manager, and their wives are enjoying a motor trip vacation through Colorado wilds . . . Robert Ebert and Combs Blanford, announcers, have been assigned as directors of studios A and B, respectively, in settlement of a feud which has raged between the pair . . . Half-hour unbroken dance melody parade nightly, 11-11:30, has been inaugurated in response to listener request . . . American Security Loan Co., Ross Conservatory and the Home Store are new accounts.

Dick Fisher is a new member of the announcing staff at KWK, St. Louis. He came from WTAD, Quincy, Ill.

33 CBS Yacht Cup Broadcasts

CBS has scheduled a total of 33 broadcasting periods to be devoted to the America's Cup yacht races, starting July 31 in Newport, R. I. Nearly nine hours will be devoted to the broadcasts, with the majority

KVOR, Colorado Springs: New staff members are Leon Marshall, commercial department, and Carl Druemiller, technical department . . . While Anita Parry, office manager, is vacationing, Virginia Gatlin, secretary to J. I. Meyerson, sales executive of Oklahoma Publishing Co., is substituting.

Hugh Cross and Shug Fisher the "Radio Pals" of WWVA, Wheeling, left on their annual summer vacation on Monday, but the boys made recordings of a large number of their favorite songs on the new WWVA recording equipment and these transcriptions are being used to hold their time until they return in person Oct. 1.

Barbara Rice, pianist, is being heard in a new program, "Piano Pictorial," each Wednesday over WIBA, Madison, Wis. James Robertson, staff announcer, is narrator.

Jay Coffey, announcer at WELI, New Haven, is doing publicity for the Post Road Playhouse, Madison, Conn.

In addition to the softball games which it presents three nights each week, WHBL, Sheboygan, Wis., is airing all home State league games of the Sheboygan Chairmakers. The series started with the first of a play-off series with the Madison Blues for the title in the first half of the season, in which they were tied. Jack Foster is doing the announcing.

Jud LaHaye, program director at WICC, Bridgeport, and Miriam Malley, actress, are collaborating on some new songs.

MCA planning to bring Sterling Young's California crew to Chicago around first of the year. Also is considering bringing Jack Hylton back to Chicago.

Irma F. Bitner of the KSL (Salt Lake City) staff is on a trip to the northwest and Canada, combining business and pleasure. Sylvia Cannon planned to Alberta on Saturday.

William Wallace, announcer and sales representative at KFJM, Grand Forks, N. D., recently returned from a honeymoon trip with the former Adelpia Brackley, and the couple is now comfortably ensconced at the Rex Apartments, East Grand Forks, Minn.

of the periods being a quarter-hour in length. Three commentators have been assigned to handle the announcing duties. They are Ted Husing, Sherman Hoyt and John Scott Hughes. CBS has announced that it will be the only chain on the official committee boat.

NEW BUSINESS

Signed by Stations

KFEL, Denver

General Foods (Huskies), 30-min. program Fridays; Radium Hot Springs Hotel, Idaho Springs, Colo., 13 spots; Brook Forest Inn, Evergreen, Colo., 4 spots.

WMAZ, Macon

Pinex Co., 264 announcements starting Oct. 4; Armour Fertilizer Works, 100 announcements starting Jan. 1.

KTSA, San Antonio

Philco Radio, Boake Carter period, thrice weekly.

WBNS, Columbus

Okee-Doke Popcorn (Kraft product), ten-week spot campaign.

New CBS Music Series

CBS begins a new weekly series devoted to serious music on Thursday at 8-8:45 p.m. Programs will run 10 weeks and will feature the Columbia Concert Orchestra under the baton of a different conductor each week. First conductor will be Paul Lemay, with Frederick Charles Adler, Phillip James and Bernard Herrmann to follow.

Harper to Emcee Special Show

Earl Harper, sports announcer for WNEW handling the Wheaties assignment for that station, will broadcast a special half-hour show direct from the Newark ball park Aug. 3. Broadcast will take place just prior to the playing of the game, and will feature singers and other entertainers from the station. Harper will emcee the show, which will be heard at 8:30-9 p.m.

PHILADELPHIA

Pat Stanton, WDAS station manager, is now honeymooning with his new bride, the former Mary DeMey, motoring through New England and Canada.

Bernie Cutillo, novelty pianist, joins WDAS talent staff, airing the tango and rhumba tunes on a piano rambling period on Wednesdays.

William J. (Bill) Bailey, of the NBC announcing staff, was in Philadelphia to pay his respects at the bachelor party tendered to WDAS's station manager, Pat Stanton.

James S. K. Hammann, who becomes sales manager for KYW on Aug. 1, formerly handled the local NBC sales office.

School of RADIO TECHNIQUE



WESTERN ELECTRIC RECORDINGS

Programs recorded in our studios

Programs taken off the air

George Marshall Durante, Dir.

R.K.O. Bldg., Radio City, New York



RADIO DAILY

Serving the Better Interests of Commercial Radio and Television



VOL. 2, NO. 19

NEW YORK, N. Y., WEDNESDAY, JULY 28, 1937

FIVE CENTS

New Radio Union Setup

NEW BARRYMORE SERIES IS SCHEDULED FOR FALL

John Barrymore, who concluded his series of six Shakespearean presentations on the NBC-Blue network last Monday, will be back on the air in September.

Plays in which he will appear, with
(Continued on Page 3)

WGTM in Wilson, N. C. On Regular Schedule

Wilson, N. C.—After a series of successful test airings, the new WGTM is now operating on a regular schedule. Station is owned and operated by H. W. Wilson and Ben Farmer. Allen Wannamaker, former CBS announcer, is commercial manager;
(Continued on Page 3)

Shaeffer Pen Co. Signs Weekly Show on Mutual

W. A. Sheaffer Pen Co., Madison, Ia., has signed with Mutual for a once weekly quarter-hour musical showing featuring Harold Stokes and his orchestra and guest soloists. Series starts Aug. 27 at 8:15-8:30 p.m. over WGN, WOR and CKLW. Sponsor will also use spot radio in addition to the MBS quarter-hour. Baggeley, Horton & Hoyt Inc., Chicago, is the agency.

RCA Victor Fall Drive

RCA Victor has announced an extensive advertising campaign to be conducted this fall in behalf of its new line of phonograph-radios, phonographs and records. Radio activities will continue to carry a heavy portion of the advertising. Dealers will be asked to tie-in with the campaign through the company's co-
(Continued on Page 3)

Multi-Lingual Choir

Philadelphia — An International Choral Group composed of 60 voices and trained to sing in at least eight languages is being formed by Joseph Schreiber, WDAS musical director, for service on the station's foreign and English shows. David Del Rossi, composer, is assisting Schreiber. Choir will also present popular swing stuff.

Announcers' Derby

St. Louis—A contest, planned as an annual affair, to determine the best all-around announcer among the 40 mikemen employed by seven local stations, is being conducted by the Jim Daugherty Agency Inc. This year's trophy will be awarded shortly after Labor Day, according to Brad Simpson, representing the agency. Committee will determine mikemen's versatility from waxes to be made off the air.

3 P. & G. DISK SHOWS START RUNS OVER WOR

With much secrecy, WOR started the Procter & Gamble recorded series on Monday with disks of "The Gospel Singer" and "Judy and Jane" being used. "Pepper Young's Family" starts Aug. 2, along with the WOR-Mutual live show, "Couple Next
(Continued on Page 3)

Kendall Refining Sets John B. Kennedy Spot

Kendall Refining Co., Bradford, Pa., has taken the Tuesday, 7:45-8 p.m., and Saturday, 6:45-7 p.m., spot on WJZ for John B. Kennedy series. Program was originally booked for Thursday but cancelled because pro-
(Continued on Page 3)

Marconi Memorial Fund

Veteran Wireless Operators Ass'n, of which the late Senator Marconi was "Wireless Veteran No. 1", has started a memorial fund to erect a monument to the inventor. First con-
(Continued on Page 3)

Chesterfield Football Series Signed Over 92 CBS Stations

Liggett & Myers Tobacco Co. (Chesterfield cigarettes) has signed Eddie Dooley for a football series to be heard over 92 CBS stations, Thursdays and Saturdays at 6:30-6:45 p.m., beginning Sept. 16. Sponsor is now utilizing the 6:35-6:45 p.m., niche on

Actors Equity, Musical Artists Guild and Screen Actors Guild Financing Radio Unit With Own Autonomy

SECRECY IS MAINTAINED ON AFM'S ET PARLEYS

Maintaining a policy of absolute secrecy, the AFM Executive Board yesterday completed its second day's session behind closed doors with nothing definite as yet decided upon. A brief announcement by an AFM official last night stated that the preliminary discussions which started Monday concerning the platforms of the AFM and the electrical transcription manufacturers and recording
(Continued on Page 3)

Consultant on Speech Is Added to CBS Staff

Dr. W. Cabell Greet, professor at Columbia University and outstanding authority on American speech, has been signed by CBS in the capacity of linguistic consultant. He will establish a Speech Clinic at the network for announcers, and also to correct faults in speech of any person connected with broadcasting at CBS.

Apple Series Effective

Seattle—In a survey covering 10 cities conducted by J. Walter Thompson Co. to ascertain effectiveness of advertising in various media in connection with last year's campaign for Washington State Apples Inc., nearly one-third of the persons contacted recalled hearing the radio ads. A new series is planned.

Plans of Actors Equity Ass'n for organization of the radio field took a new turn yesterday, with the launching of a new active radio organization with its own board, complete autonomy and full jurisdiction over its own affairs. The move was taken jointly by the Steering Committee of the temporary Radio Equity, American Guild of Musical Artists and Screen Actors Guild. Three latter organizations will contribute the finances to start the new unit, for which a permanent name is yet to be chosen.

Jurisdiction of the radio organization will include everyone appearing before the microphone except
(Continued on Page 2)

ANTI-ASCAP BILL VETOED BY MICHIGAN GOVERNOR

Lansing—Governor Murphy yesterday vetoed the anti-Ascap bill, stating he was advised by the Attorney General that certain phases of the measure were not likely to stand up under court test. The bill was sponsored by Michigan radio stations.

Democratic Publicist Accepts Crosley Post

Washington Bureau, RADIO DAILY
Washington — Charles Michelson, publicity director for the national Democratic party has accepted a position as public relations counsel for Crosley Radio Corp. Michelson
(Continued on Page 3)

New Call Letters

New call letters assigned recently by the FCC include: WTOL, Community Broadcasting Co., Toledo; WLAW, Hildreth & Rogers, Lawrence, Mass.; KARM, George Hamm, Fresno, Cal.; KTRI, Sioux City Broadcasting Co., Sioux City, Ia.; KDTH, Telegraph-Herald, Dubuque; WBRK, Harold Thomas, Pittsfield, Mass.; WSAI, Frank M. Stearns, Salisbury, Md.

(Continued on Page 3)



Vol. 2, No. 19 Wed., July 28, 1937 Price 5 Cts.

JOHN W. ALICOATE : : : Publisher

DON CARLE GILLETTE : : : Editor

MARVIN KIRSCH : : : Business Manager

Published daily except Saturdays, Sundays and Holidays at 1501 Broadway, New York, N. Y., by Radio Daily Corp. J. W. Alicoate, President and Publisher; Donald M. Merseau, Treasurer and General Manager; Chester B. Bahn, Vice-President; Charles A. Alicoate, Secretary; M. H. Shapiro, Associate Editor. Terms (Post free) United States outside of Greater New York, one year, \$5; foreign, year, \$10. Subscriber should remit with order. Address all communications to RADIO DAILY, 1501 Broadway, New York, N. Y. Phone Wisconsin 7-6336, 7-6337, 7-6338. Cable address: Filmday, New York. Hollywood, Calif.—Ralph Wilk, 6425 Hollywood Blvd. Phone Granite 6607.

Entered as second class matter April 5, 1937, at the postoffice at New York, N. Y., under the act of March 3, 1879.

FINANCIAL

(Tuesday, July 27)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Am. Tel. & Tel.	172 1/4	172	172	- 1/4
Crosley Radio	20 3/4	20 1/2	20 1/2	- 1/4
Gen. Electric	58 3/4	58	58 1/2	+ 1/4
North American	28 1/2	28 1/8	28 3/8	- 1/8
RCA Common	9 3/8	9 1/8	9 3/8	+ 1/8
RCA First Pfd.	68 3/4	68	68 3/4	- 1/4
RCA 55 Pfd. B.	18 7/8	18 5/8	18 3/4	+ 1/8
Stewart Warner	36 7/8	36 1/2	36 3/4	+ 1/8
Zenith Radio	36 7/8	36 1/2	36 3/4	+ 1/8

NEW YORK CURB EXCHANGE

Hazeltine Corp.	15 5/8	15 5/8	15 5/8	+ 1/8
Majestic	3 7/8	3 7/8	3 7/8	+ 1/8
Nat. Union Radio				

OVER THE COUNTER

CBS A	Bid 31	Asked 32
CBS B	Bid 31	Asked 32
Stromberg Carlson	Bid 13	Asked 15

New Albany Agency

Albany—Cameron Hyde, Robert R. Reeves and Ted Hyde, all former newspapermen on the Knickerbocker Press, which was merged with the News, have become associated in an advertising, promotion and publicity firm. Offices are in the Childs Building.

Westinghouse Distributor

Westinghouse Electric & Manufacturing Co. has appointed R. H. McMann, Inc., as distributor of Westinghouse radios in the New York metropolitan area. Plans for an extensive advertising campaign, to begin about Sept. 15, are now being worked out. A showing of new models, ranging in price from \$19.95 to \$169.95, will be held for dealers here within the next two weeks.

First in local accounts
in Chicago

WGES

(In the heart of Chicago)

New Radio Organization Setup

(Continued from Page 1)

members of American Federation of Musicians, and its charter will be somewhat like that issued to Screen Actors Guild by Associated Actors & Artistes of America, which holds the AFL jurisdiction for the theatrical field.

At a meeting of the Council of Actors Equity yesterday afternoon following a conference with official representatives of the Screen Actors Guild and the American Guild of Musical Artists, it was resolved by the Council of Equity that its jurisdiction in the radio field be returned to the Associated Actors & Artistes of America with the understanding that this jurisdiction will be conferred upon a new association to be sponsored by the Screen Actors Guild, American Guild of Musical Artists and Actors Equity. A national organization is to be perfected and a board of directors chosen out of actors and singers employed in the radio field who are members of the sponsoring organizations. A provision will be made in the new Constitution for boards of directors having local jurisdiction.

It is anticipated that all acting groups and singers appearing before the microphone will join in this association. This result is due to the joint effort of the executives of the sponsoring organizations working in conjunction with the radio committee of Actors Equity and the Radio committee of actors in New York and in Los Angeles. Counsel of these organizations are meeting to prepare

the new Constitution and other necessary agreements. These will be further considered by the Equity Council at a special meeting on Friday.

In the plans now under consideration the new association will be entirely autonomous. Under the new set-up the Associated Actors and Artistes of America will become a nationally active organization and Frank Gillmore will continue as president and will assume active duty in that organization. He will for the present continue also as president of Equity. In relinquishing active duty as president of Equity, Gillmore will not for the present at least disassociate himself from the workings of that organization but will continue in an advisory capacity to the extent that the Equity Council may desire. It is expected, however, that from now on most of his time will be devoted to the handling of the problems incidental to the new organization.

In negotiations leading up to this action the American Guild of Musical Artists was represented by Henry Jaffe and Leo Fischer, the Screen Actors Guild by Kenneth Thomson and Laurence W. Beilenson, and Actors Equity by Gillmore, Paul N. Turner and Paul Dullzell, also by George Heller of the Equity Radio Committee, Richard Gordon, Linda Carlon, Lucille Wall and Mark Smith, temporary chairman of the Radio Actors Committee. Mrs. Dorothy Bryant represented the Chorus Equity Association.

Ayer Agency Confirms Shifts in Personnel

N. W. Ayer & Son yesterday officially confirmed the shift of Thomas J. McDermott and Frank Coulter from the New York headquarters to the Philadelphia offices. Reason for shift advanced by the agency was that increased volume of radio business called for closer coordination between radio and publication advertising. Both McDermott and Coulter, as stated in RADIO DAILY on Monday, will buy radio time for the Ayer accounts, operating from the agency's main offices in Philly.

At the same time it was announced that Francis C. Barton Jr., formerly in charge of time buying in New York, will take charge of the company's Albany offices.

Fred Pflugfelder remains as head of the radio department in New York.

Royal Hawaiians Re-Booked

King Kolomoku and his Royal Hawaiians, who scored on the Tim and Irene program over WOR-Mutual the past two Sundays, have been booked for a third appearance next Sunday, and may be retained permanently. David Kaonohi is tenor with the group, which is managed by Anita Goldie.

WJAG's 15th Year

Norfolk, Neb.—WJAG celebrated its 15th anniversary Sunday with a day of unusual events, including visiting orchestras, special talent and speakers. Fritz C. Asmus reminiscends about 1922, Organist Russell Jensen gave a musical roll call for the years 1922 to 1937 with bits of station history interpolated, Art Thomas gave news of 1922 with music by Andy Moats' ork; Harry Burke, Marcella Lacy and Harold Kline had charge of another program, J. H. Dahlberg gave a talk with the Welsh male quartet singing, and a talk from Congressman Karl Stefan, formerly the station's chief announcer, was piped from Washington.

Big feature was a public meeting in Hotel Norfolk's ballroom of WJAG's radio family.

KMOX's Hotel Tie-up

KMOX, St. Louis, has effected a promotional tie-up with De Soto Hotel. Guests upon arrival will receive letter from hostelry management accompanied by ticket to live audience show in KMOX-Columbia Playhouse. Telephones in all rooms will carry transmitter collars calling attention to KMOX programs. Hotel execs feel tie-up is effective as added guest courtesy, while KMOX biggies welcome it as good-will measure.

COMING and GOING

ALBERT SCHNEIDER of Columbia Artists Inc. leaves for Hollywood tomorrow to confer with the West Coast office. Schneider will accompany Andre Kostelanetz and Lily Pons on their forthcoming trip to the Coast, stopping off at Chicago for the Pons-Kostelanetz concert engagement Saturday night at Grant Park. Schneider returns to New York about Aug. 15.

FRANCES CARLON of the "Mary Marlin" and "Today's Children" cast has returned to Chicago after a week's sightseeing tour of New York.

HENRY N. COCKER, general manager of WTEL, Philadelphia, was in New York early this week and visited at Star Radio, whose "Morning Bulletin Board" he has been using for some time, and he also signed for the Star "Commercials".

EDMUND L. CASHMAN of CBS is off to Montauk Point fishing for two weeks.

DANIEL C. STUDIN, vice-president of Star Radio, has returned from Wernersville, Pa.

BETTY JANE TYLER, child star of "Death Valley Days" is vacationing at Seagate, N. Y.

FERDE GROFE has returned from Hollywood, where he conducted a concert at the Hollywood Bowl.

PAUL H. RAYMER, station representative, returns from Paris on Aug. 1.

J. J. WEED of Weed & Co., station reps., arrived yesterday from a cross-country trip.

BORIS MORROS, musical director for Paramount Pictures, arrived in New York yesterday and is sailing on the Ile de France tomorrow, returning aboard the Queen Mary August 22.

ABNER SILVER and AL SHERMAN, songwriters, returned from England.

JERRY WALD arrived from Hollywood yesterday and will spend three weeks here.

BARRON G. COLLIER and MRS. COLLIER sail for Europe on the Queen Mary today.

FRANK FINNEY of the Street & Finney has returned to New York from a trip.

PATRICIA CLARK COOK, New England airwaves actress, has gone to Cape May, N. J., to join the New York Technicum Acting Co. for the summer season.

POLLY W. HART, secretary to Fred Weber, MBS general manager, leaves today on the Queen of Bermuda for 16-day vacation in Bermuda.

FRANK SCHREIBER, WGN publicity head, arrived in town late yesterday.

ARTHUR HAYES, eastern head of Radio Sales Inc., left on his vacation last night.

HAROLD FELLOWS, WEEL manager, is in town for a couple of days.

Cast With Ina Claire

In "What Every Woman Knows", her second show on NBC-Blue network, next Sunday at 8 p.m., Ina Claire will again be supported by Osgood Perkins, together with Ina Martin, William Podmore, J. Malcolm Dunn, Mary Michael, Eustace Wyatt and Audree Corday.

Helen Menken Back Aug. 3

Helen Menken, under auspices of Famous Actors Guild, starts her new "Second Husband" series for Sterling Products on Aug. 3 at 7:30-8 p.m. over 33 CBS stations.

CRAIG & HOLLINGBERRY

Incorporated

Radio Station Representatives

New York
Jacksonville

Chicago
Detroit

CHESTERFIELD SIGNS CBS FOOTBALL SERIES

(Continued from Page 1)

will continue until the World Series, using the Monday, Tuesday, Wednesday and Friday spots, with football on the other two weekdays. Football contract is for 13 weeks, signing off Dec. 11. Newell-Emmett Inc. placed the account.

WGTM in Wilson, N. C. On Regular Schedule

(Continued from Page 1)

Jimmy Riser, sports announcer and news commentator; Miss Clyde Lee, program director; Billy Steadman, announcer; Jack Hudson, chief engineer; Edna Stallings, staff accompanist.

WGTM serves the bright leaf tobacco section, a rich agricultural section, with 12 to 16 million dollars realized annually by tobacco growers.

3 P. & G. Disk Shows Start Runs Over WOR

(Continued from Page 1)

Door." All programs are broadcast Monday through Friday.

Queried late Monday night a WOR executive said that no contract had been signed with P. & G. Compton Advertising Inc. has the first two shows. Pedlar & Ryan handles "Pepper Young," while Blackett-Sample-Hummert has "Couple Next Door."

RCA Victor Fall Drive

(Continued from Page 1)

operative advertising plan. Company at present is sponsoring the full-hour "Magic Key" every Sunday, 2-3 p.m., over 89 stations of the NBC Blue network.

Stanton Heads CBS Research

Dr. Frank Stanton has been appointed manager of the CBS market research division, effective immediately. Stanton's promotion was made by Hugh K. Boice, vice-president in charge of sales, to relieve John Karol, director of market research, from some of the pressure. Karol will devote most of his time to a study of new developments in radio market research.

1	9	3	7
SUN	MON	TUE	WED
4	5	6	7
10	11	12	13
14	15	16	17
18	19	20	21
22	23	24	25
26	27	28	29
30			

Greetings from Radio Daily

July 28

Lawrence Gray Rudy Vallee
Roy C. Witmer Hal Totten
Fred Uttal Bill Goodwin

NEW PROGRAMS—IDEAS

"The Public Announces"

Radio fans get a chance to try their ability at announcing in a new program over WCPO, Cincinnati, titled "The Public Announces." Put on at 11:15-12 midnight, the show also gives the public some idea of what goes on behind the scenes in the broadcast studio. During the program there is a portable recording turntable set-up in the lobby of the WCPO News Room for the sole purpose of allowing the public the privilege of stepping up and making announcements over the microphone. Stewart Finley, emcee, introduces the person to the radio audience, questions him or her, as the case may be, and the person in turn announces one or two musical selections.

"Calling All Tourist Cars"

"Calling All Tourist Cars" is a new KVOO feature which Commercial Manager Willard Egolf believes is the first of its kind ever produced by a radio program.

The 15-minute program heard daily over the 25,000-watt Tulsa station is directed at vacationists and travelers who are motoring near or toward Tulsa and who have radios in their cars. Music and information concerning the points of interests in and surrounding Tulsa are interspersed with commercial announcements about firms which can logically serve tourists.

For Tourists

Two new programs appealing to the tourists of the Pikes Peak region have made their debut on KVOR, Colorado Springs. Susan Smart (Zalle Wade of the continuity staff) tells tourists what to do and where to go in cool Colorado thrice weekly. Assisting her are Byron Jorgensen, baritone, and Ray Berry, pianist.

The Junior Chamber of Commerce is giving a three-a-week program, too. Handled by A. Frederic Handke, it tells historic and interesting facts of the region, suggesting picnic spots and all-day hikes.

"Fireside Reveries"

The suitable title of "Fireside Reveries" has been selected for the quar-

Democratic Publicist Accepts Crosley Post

(Continued from Page 1)

states that his duties will require but part of his time and that he will continue to hold his job with the national committee.

"Broadway" for Gen. Foods

"Broadway" will be the title of the new General Foods Corp. (Diamond Crystal salt) program which starts on the NBC-Blue, Sept. 26 at 3-3:30 p.m. Series will tell about life on Broadway. Cast will be changed weekly.

ter-hour program to be sponsored over KSL, Salt Lake City, by Independent Coal & Coke Co. starting Aug. 6. Commercial dialogue will conform with contemporary happenings throughout the territory served by the coal firm, with occasional salutes to honor cities. Miriam Erickson, soprano; Rampton Barlow, baritone, and a String Ensemble will provide musical touches.

"The Letter Box"

A new series of programs known as "The Letter Box" have been inaugurated at WSPD, Toledo, with Joe Rockhold as commentator. Series gives listeners a chance to comment on programs, personalities and policies of the local station. Letters are read and answered over the air, providing the sender signs a full name, although only the initials are used on the broadcasts. Gratifying results have been received so far.

Woman's Magazine

"Magazine of the Air," new feature on WFIL, Philadelphia, presents a verbal counterpart of a woman's magazine. It's divided into sections, covering the home, decorations, beauty, care of the baby, garden, children, recipes, women in the news, etc. Martha Laine writes the script and enacts the feminine characters, with Al Stevens and Vernon Crawford, announcers, assisting.

"Names Make News"

"Names Make News" is the name of a new program on WHBL, Sheboygan, Wis., conducted by William L. Doudna, program director. From the grist of news coming in on the United Press teletype, he selects stories about famed folk, lists the names after a fanfare at the opening of the program, and then goes into the news stories.

Classified News

WOWO, Fort Wayne, has devised a plan whereby it broadcasts news every two hours from 6:30 a.m. to midnight, with one period for the farmer, another the stockholder, the housewife, sports fan—and all for the average listeners.

Kendall Refining Sets John B. Kennedy Spot

(Continued from Page 1)

gram came directly before another news commentator period. Batten, Barton, Durstine & Osborn, Inc. is the agency.

Sponsor Saratoga Results

Schenectady—WGY is airing the Saratoga racing results, with Tydol Oil sponsoring Leo Bolley at the mike on Monday, Wednesday and Friday, while Kentucky Club Tobacco has Gene O'Hare giving the dope on Tuesday, Thursday and Saturday.

SECRECY IS MAINTAINED ON AFM'S ET PARLEYS

(Continued from Page 1)

firms were continued at yesterday's two meetings. Morning session was again held at Ascap offices, with afternoon session again switching to AFM headquarters. Today's meetings will mark the final sessions to be devoted entirely to ET and recording manufacturers. Thursday and Friday sessions will be between AFM and representatives of radio chains and stations.

A marked rise in attendance was noted at yesterday's meetings. New additions included representatives from Decca Recordings, Columbia Recordings, RCA Recordings, American Recording Co., Midwest Recording Co. and Conquest Alliance. Also in attendance were Lawrence Lowman, v.p. of CBS, Mark Woods of NBC and Milton Diamond. Jack Capp represented Decca.

Theodore Streibert and Fred Weber will represent Mutual, while Frank Schreiber, publicity director of WGN, will represent W. E. Macfarlane at the sessions beginning tomorrow.

Meetings will continue indefinitely.

New Barrymore Series Is Scheduled for Fall

(Continued from Page 1)

Elaine Barrie, include "Animal Kingdom" and "Accent on Youth."

NBC's summer drama parade continues next Monday night with a group of Eugene O'Neill plays, the first being "Beyond the Horizon," with Helen Hayes.

Marconi Memorial Fund

(Continued from Page 1)

tribution of \$100 was made by William J. McGonigle, president of the V.W. O.A., with David Sarnoff and Alfred J. McCosker also pledging contributions.

Pontiac Returns Oct. 1

Pontiac Motor Co., Detroit, returns the "Varsity Shows" to the NBC-Blue network on Oct. 1, 8-8:30 p.m., with repeat at 10 p.m. Program will be aired over 78 stations, and originate from leading colleges around the country. Henry Souvaine handles the production. Contract is signed for 13 weeks through MacManus, Johns & Adams Inc., Detroit.

CLYDE BARRIE
CBS

Thursday

6:15 P. M.

☆ "Quotes" ☆

VICTOR YOUNG: "The identity of radio programs by a theme song is one of the best aids to program success which could be effected. The theme song is the same thing to a radio program that a signature is to a letter. And has the same effect upon the public. If the listener hears the theme and if it identifies a good program, they keep dialing that station; but if the theme identifies something which they don't like, it is easily enough done to tune out. The theme is a 'good-will' item on the program, and should be incorporated in every program."

MAX TERR: "Radio is one entertainment medium which goes slightly frantic in its search for new talent and new ideas. We have had almost every type of radio offering possible. But now I have discovered what many West Coast talent scouts consider a new novelty for radio: a 'Sing Band'. The idea in itself has been tried before, but certainly not on as ambitious a scale as we have in the present group. There are forty-two members of the singing group who can play rhythmically or melodically your favorite waltz, foxtrot or swing tunes. We use no instruments, except an amplifier for sound projection."

PAUL WHITEMAN: "There is an ever-strengthening bond between radio and the screen. I believe it is possible for an artist to achieve success in one without making his mark in the other. A bandleader can no longer engage musicians solely on the basis of their musical ability. While a modern orchestra may be involved with only broadcasting today, it may be concerned with movie shorts next week and a feature picture the week thereafter."

ALAN ROBERTS: "For several years there has been a great deal of agitation for the passage of a bill by Congress which would cope with the regulation and sale of advertising over the radio of food, drugs and cosmetics. Why can't the broadcasters themselves make a cooperative agreement which would take in the whole of the radio field and prohibit the further continuance of the practice?"

GUEST-ING

ALLAN JONES, on Werner Jansen program, Aug. 1 (NBC-Blue, 7:30 p.m.).

FRANCES FARMER and **WYNN MURRAY**, on "Sealtest Sunday Night Party," Aug. 1 (NBC-Red, 10 p.m.).

MICHAEL WHALEN, guest of George Fischer on "Hollywood Whispers," July 31 (WOR-Mutual, 10:15 p.m.).

RUTH ALTMAN, prima donna, interviewed by Bide Dudley on "Theater Club of the Air," tomorrow (WOR-Mutual, 1:15 p.m.).

WILLIE HOWARD, **HUGH O'CONNELL**, **IRENE PURCELL**, **TIM** and **IRENE** and **ADELAIDE KLEIN**, on Rudy Vallee program, tomorrow (NBC-Red, 8 p.m.).



● ● ● William Powell and Myrna Loy will be heard in 13 weekly installments on a "Thin Man" series which will be produced at a cost of \$17,500 per broadcast... Irene Rich's grape juice show after being heard for years on Fridays will switch to a Sunday nite spot as of Aug. 15... Saturday Night Swing Club will be commercialized in September... Al Roth's NBC airing of "Musical Contrasts" the other nite with Bailey Axton. Dorothy Dreslin, a choir a la Kostelanetz, was really an aired audition for Young & Rubicam... Henny Youngman remains three more weeks at the Surfside after being booked for three appearances only... Tommy Dorsey is better and has taken back the baton from Lennie Hayton, who sub-conducted at Manhattan Beach... Everett Sloane, the Sammy in "The Goldbergs", will be with the new Gertrude Berg series... Jerry Cooper, besides buying brighter canary-yellow sweaters, purchased three pieces of Los Angeles property... Ken Murray has signed a seven-week picture deal with Universal... Paul Tremaine with one of the greatest musical aggregations of his career, after a long absence from the nets, will be heard six times weekly via WOR-Mutual from the Lido in Larchmont, where he opened last night.

● ● ● Miracles do happen... Bob Murray, WHN vocalist, while returning from a week-end trip, had a narrow escape when a bus in which he was riding crashed into an embankment—on the very day Bob was to audition for Jesse Crawford... Bob was unscratched and reached N. Y. in time for his scheduled audition... P.S.: Bob was hired and goes on tour with Crawford starting next week in Washington and thence to Memphis and southwest... "A Consumer Looks at 'Price-fixing'" is the subject of a talk by Harrison J. Cowan, prexy of Cowan & Van Leer Inc. on WINS tonight... KCKN, Kansas City, Kas., attributes the popularity of its "Sunday School of the Air" show to Homer S. Alberti, who is the busiest man around town, (being cashier of the Brotherhood State Band), to come over from his numerous duties to handle this program.

● ● ● "Tugboat Annie", as a dramatic script, is being handled by Lenetska Rosenthal for the air... Teddy "Blubber" Bergman has been re-signed to transcribe for Bigelow-Sanford next fall... Beatrice Kay will be built up via the O'Keefe show... Buddy Clark starts a commercial from the coast in Sept... Lucille ("—and Lanny") Linwood and Chick Adams will be married next year... Ben Blue and Andy Devine have been re-hired for the Jack Benny show... Frank Black is vacationing from the "Contented Hour" for a month, with Roy Shields pinch-hitting, but he will continue with "Magic Key"... Maureen O'Connor, guesting on the Cantor summer show, goes into Jackie Cooper's "Boy of the Streets" flicker... Jerry Wald has a broken back from the back-slapping in Lindy's yesterday... The floor show at the Park Central will be yanked Aug. 2, leaving only the band there... Joe Rines, who does four sides for Joe Higgins at Brunswick tomorrow, received a Victor royalty check for \$9.81 from the sale of a two-year old record in JAPAN. The title of the song on wax was—"Underneath the Harlem Moon".

● ● ● From WRJN, Racine, Wis., comes word that Harold Newcomb, general manager there, pulled a terrific stunt during the swimming meet at Root River... Bill Goll was to swim to a lighthouse and back to the bridge—with his arms and legs bound... 5,000 spectators lined the banks of the river watching this feat... Newcomb, with a short wave transmitter, was in a coast guard boat trailing the aquatic star in his long pull, describing every detail from this point... Harold even got the mike close enough to Bill while he was in the water and having trouble treading water... Harold actually interviewed the swimmer and was partly responsible for saving the day for the press agent by calling off aid when Bill caught a cramp but insisted that he could make it—which he did!

Viewpoints

Urges Woman Announcer On Every Major Station

"Every major radio station in the country should have one woman announcer on its staff. I believe there is a definite place for the woman announcer and think it would be a worthwhile innovation for a number of the large stations to add them to their staffs as an experiment. I know there are a lot of objections raised against women announcers, but they all boil down to one thing, the oft expressed notion that the feminine voice is unsuited to the style of delivery announcing calls for. And that is absurd in view of the fact that kinds of announcements demand different styles of delivery.

"I don't say that women announcers could or should compete generally with men because the feminine voice by its very nature lacks the authoritative quality of the masculine voice. I do say, however, that there are certain types of programs for which women announcers are better suited than men. Any program that sells some product that is exclusively, or largely, for the use of women, such as cosmetics for instance, should be announced by a woman. After all a man can't be very convincing in talking about such things unless he happens to be a manufacturer, chemist or in some other way expert in that particular field.

"Cosmetics are not the only product that women should handle on the air. There are many programs sponsored by makers of various household articles that could be better handled by women than by men. And certainly there are lots of non-commercial programs that women announcers could handle at least as well as men."—ALICE HILL.

NEW BUSINESS

WNEW, New York

Axton-Fisher Tobacco Co. (Zephyr cigarettes), 13 weeks, Monday through Saturday on "Make Believe Ballroom", through McCann-Erickson Inc. General Supply Co., 52 weeks Monday through Friday on Alan Courtney's "Joymakers", through Scheer Advertising Agency, Newark.

WHN, New York

Bartlett Pear Co. of California, spot announcements, through J. Walter Thompson of San Francisco.

KMAC, San Antonio

Bost Toothpaste, George Hall orchestra transcriptions.

San Francisco

Burton Voorhees, former KGO producer, now at KEX-KGW, Portland, visiting here.

Ralph R. Brunton, gen. mgr. KJBS-KQW, in L. A. completing the deal linking KQW, San Jose, with the Don Lee-Mutual web.

Van Fleming of NBC produced the Fred Waring broadcast via KPO Saturday.

Bill and Fred Pabst, KFRC, back from one vacash, went to Lake Tahoe this past weekend.

Vicki Vola, NBC dramatic artist, got out of a flu-ridden bed to do two serial broadcasts.

Darrell Donnell, radio ed. S. F. "Examiner," vacationing, with Eddie Murphy in the swivel chair.

Fred Hart, manager of the Honolulu Broadcasting system, KGMB-KHBC, is en route to Europe with his daughter and wife.

KLStuff: Bob La Marr, formerly KROW, now doing a 3-a-week sustainer called "Friendly Melody" in which he talks and sings . . . Gloria Thompson birthdaying . . . Avon Jardin, fashion commentator, appearing on the "Hollywood News" program . . . Bay Broadcasting Company, comprised of KLS, Oakland, and KGGC, S. F., has changed its tab to Bay Broadcasting System.

Jack Moyles, KSFO, vacationing at Catalina Island.

Two blues singers—Cora Lee Scott and Josephine Reynolds, and pianist Norman Haws start a new show called "Two Little Girls in Blue" over KYA and the Orange Net.

Bob Dumm, KSFO, back from Feather River country.

Kathryn Julye, harpist and member of the Orange net, presented the first in a new series over KYA Monday, made up entirely of harp solos.

Suzanne Mennis, 13-year-old soprano, has been signed by KYA and is being heard over the Orange net. Working with George Nyklicek, she calls her programs "Idylls."

Beryl Cameron, NBC singing star, back from a week's visit at Lake Tahoe. While there, she sang with Eddie Oliver's band.

Charley Marshall and his "Mavericks" (NBC) suffering from vacationing trouble. Johnny Toffoli at a Utah resort, while Ace Wright is visiting friends near Auburn.

John Nesbitt's Sunday show was cancelled and Tuesday's show was his last on NBC. Starting Sept. 12, his present sponsor, Duart Sales Co., will launch him over the KFRC-MBS hookup. During the summer, John will make six short subjects for M-G-M. Doan Hoag, his assistant writer, is still working with him.

RALPH KIRBERY "The Dream Singer"

MANAGEMENT
WILLIAM MORRIS AGENCY
BILL MURRAY

★ Program Reviews ★

"New Ideas"

Riding along with the current Shakespearean cycle on the radio, Martin Weldon presented an interesting new wrinkle on his WINS program Monday night. He offered the principal love scenes from "Romeo and Juliet," "Twelfth Night" and "The Taming of the Shrew." The latter play also was presented in fuller version the same night by the Barrymores on NBC—and will be done next Monday by the CBS cast.

It was a good idea, and the execution also was commendable. In fact, Frank McCullough, the actor-producer, who was guest critic on the program, praised it to the skies, lauding the judicious adaptation, the work of the players, and the general idea of the Weldon program which provides a laboratory for new radio material and gives young players a chance to show what they can do.

Selection of the scenes and direction were handled by Marion Halpert. The players, who were excellent on the whole, included Helen Auran and Juliet, Byron Keith as Romeo, Pat Lederer as Katharine, Jack Beck as Petruchio, Elisabeth Morgan as Viola and George Barrie as the Duke.

This particular listener, however, feels that there is already too much Shakespeare on the air, that the offerings of this kind by smaller stations are bound to lose out in comparison with the more ample and more distinguished presentations of the big networks, and that Weldon could do better along less trodden paths. His program idea, and its possibilities, of course, are excellent.

Charles Benford

Radio listeners who like a news commentator with definite opinions and the force to express them will find Charles Benford an unusually interesting editorialist on the passing parade. Coming from WOL, where he directed the educational department and was connected with public and similar activities, Benford made his debut Monday night in a WOR-Mutual series. In a 15-minute talk, he covered a number of vital current topics, touching on the war overtures in the far east, approving the defeat of the late Supreme Court plan, advocating federal legislation to handle labor disputes so as to avoid injurious effect on industry and workers, urging a definite governmental policy of neutrality, and even including a bit of human interest.

In addition to oratorical impressiveness, Benford has a faculty for sound analysis, plus a background of educational and sociological experience, thereby enabling him to talk authoritatively. He should have no trouble winning a good following.

Dick Ballou Orchestra

From the Casino in the Air, one of New York's newest night-spots, comes the music of Dick Ballou and his orchestra, one of the best musical aggregations on the air today. From the opening theme, "Sleepless Night," to the close, the program caught Monday at 8-8:30 p.m. over WHN swung swiftly through old-timers dressed up in modern style and the latest dance syncopations. Opening show was featured with the playing of "Summertime" as a tribute to George Gershwin, and the rendition was one of the best heard by this listener in a long while. Other highlights of the program included "Sometime I'm Happy," "Where or When" and "Sleepless Night." Ballou handles the vocals himself, and although his voice is not the best, it has a pleasing quality. Ray Saunders did the announcing chores.

"The Understanding Heart"

Psychological talks on parenthood, childhood and domestic problems in general make up the bill-of-fare for this new program which began at 10:15-10:30 a.m. yesterday over WMCA as a Tuesday and Thursday feature. The discussion and advice given follow the usual pattern of such programs, with listeners invited to submit their particular problems. Booklets and consultations also are offered, the listeners being told to write in for information on how these may be obtained. Commentator has a pleasant style of talking, and his advice sounds good.

"Taming of the Shrew"

John Barrymore concluded his Shakespearean series on the NBC-Blue network Monday night with a lively offering of "The Taming of the Shrew." Barrymore and Elaine Barrie were at their best in this lively comedy, and they had a fine supporting cast in J. Farrell MacDonald, Vinton Hayworth, Hanley Stafford, Henry Hunter, Hans Conried, et al.

Though the appetites for Shakespeare will have been pretty well satiated on conclusion of this cycle, there is much interest in hearing further from Barrymore on the air, either in classic or in modern drama.

"Julius Caesar"

By far one of the best presentations of the Shakespeare windfall was the "Julius Caesar" presented Monday night over CBS. In cast as well as in staging, also in interest-holding qualities, it was first-rate. Thomas Mitchell scored heavily as Brutus. Claude Rains, Raymond Massey, Walter Abel and Reginald Denny were the other principal players, with Conway Tearle again serving as narrator. The orations of Brutus and Mark

Philadelphia

Happy Valley Boys, the latest addition to the broadcasting ranks of hillbilly music, make their debut over WCAU this week under Drug Trade Products sponsorship replacing the Sleepy Hollow Boys, now on tour. Sid Newman, the "Deacon" of the Sleepy Hollow Boys, remains behind to direct the broadcasting and personal appearances of the Happy Valley Boys.

WCAU Women's Club of the Air, under the direction of Elsie Carol, fades July 30 for six weeks.

Morton Lawrence is back on the air at WCAU after a vacation.

Taylor Grant and Bill Dyer, WCAU baseball announcers, are making a series of personal appearances in and about Philadelphia in the interests of Wheaties.

Fred Ford, WCAU sports commentator, returns to the local airwaves in the Fall.

Pending Stoney McLinn's return to WIP, being on the sideline due to a dislocated hip, Jack Barry takes over his 6:30 p.m. nightly sport program, while his 11:15 p.m. series will be under the guidance of free-lancing announcer Don Martin.

Peggy Madison, well-known to local fans thru her singing broadcasts on WIP, is organizing an all-girl band. A member of the blue-blood set, her real name is Peggy MacGuffin.

Tom Donahue joins the WIBG staff for commentations on Montgomery county news.

Henry N. Eisenbrand is a newcomer to the WIP talent staff, airing as a Dutch character comedian on the "9:35" variety shows.

Announcers Al Stevens and Vernon Crawford add their dramatic talents to Martha Laine's women's club program on WFIL.

Roger Morehouse doing his piano rambling stint nightly over WIP.

Stoney McLinn, WIP director of sports, is well on the way to recovery, recuperating at the Pennsylvania Hospital.

Antony, after Caesar's death, were genuinely thrilling.

Al Bernard

A genial fun and music fest is dispensed by Al Bernard, the songwriting "Gentleman from the South," in his new NBC-Blue series with the Melodeers Quartet. The program caught Tuesday at 5 p.m. had lively musical numbers and bright comedy. Bernard performs in a happy vein, and the Melodeers swing right along with him, making for a gay quarter hour.

"Wheaties Champions of Harmony"

KAY & BUDDY ARNOLD

Sponsored by General Mills

WMCA

2:30-5:30 Daily

ORCHESTRAS MUSIC

REGGIE CHILDS and his ork go in for three weeks at Elitch's Gardens, Denver, replacing Dick Jurgens. The Childs band, with The Three Youngsters and Joe Fitzpatrick as soloists, will air over KVOD.

Louis Armstrong and Noble Sissle, with their respective orchestras, will stage a battle of music tonight at Iroquois Gardens, Louisville. Rudy Vallee played the stand Sunday.

Husk O'Hare is at the Gypsy Village, Fontaine Ferry Park, Louisville.

Up at Saratoga, during the racing season, are Vincent Lopez and aggregation at Piping Rock; Ralph Wader and his Surf Club Orchestra, at Turf Room; Hugh Walks, Harlem Club; Xavier Cugat, with Gracie Barrie, at Arrowhead Inn; Eddie Elkins, with Wini Shaw, at Riley's, Lake Lonely, and "Mother" Kelly at Meadowbrook Club.

Chick Webb broke all attendance records at the Sunset Casino, Atlanta, packing 2,100 into the place and turning away 1,000.

Woody Herman has been set for a fortnight at Hunt's Plaza Ballroom, on the Wildwood, N. J., boardwalk, remoting nightly via WIP, Philadelphia.

Jan Savitt, KYW musical director, returns to the Philadelphia studios on Aug. 1 after touring with his Top Hatters.

Joseph Schreiber, musical director of WDAS, Philadelphia, has composed a concert suite as a special tribute to Amelia Earhart, titled "In to the Heavens."

Jimmy Lunceford makes a return appearance at the Pier Ballroom, in Ocean City, Md.

Ace Pancoast, widely known Philadelphia radio pianist via WPEN and WDAS airwaves, steps out as an orchestra leader at the Sunset Inn, Drexel Hill, Pa.

Floyd Mills now playing his second season at the Hotel Du Pont, Wilmington, Del. Airing nightly via NBC and Intercity outlets.

Lee Authier, director of the Lee Authier dance orchestra which airs via WSPR, Springfield, Mass., has turned composer. He has completed the score for "It Must Be Love," by Tom Walsh.

Ozzie Nelson and his orchestra will take up broadcasting activities again next week when they return to New York on Monday night for an engagement at the Hotel Astor Roof. Nelson, succeeding Ted Lewis, will have WABC and WOR wires, with coast-to-coast Mutual and CBS outlets.

STATIONS OF AMERICA

Highlights in the Development of Outstanding U. S. Radio Stations:
No. 54 of a Series

KSTP—St. Paul and Minneapolis

1460 K.C.—25,000 watts daytime; 10,000 night-time.

STANLEY E. HUBBARD, President
KENNETH M. HANCE, Vice-President

KSTP, one of the nation's pioneer stations, is located in the Twin Cities of Minneapolis and St. Paul, maintaining studios and offices in both cities: in the Hotel St. Paul, and in Hotel Radisson in Minneapolis.

The station, which went on the air—April 1, 1928, and is the outlet for the basic Red network of NBC, grew out of WAMD, operated in Minneapolis by Stanley E. Hubbard, and KFOY in St. Paul. Several years ago arrangements were made to purchase KFOY and to merge the two into a real Twin Cities station, KSTP.

Closely checked coverage of KSTP, which has been greatly increased since the construction of a new \$300,000 transmitter last winter, embraces more than 4,000,000 persons in Minnesota and adjacent states. The spending income of this population is estimated at \$1,966,170,000.

The station was a pioneer in the field of radio news. Hubbard, as early as 1925, founded a news bureau at WAMD. Later the Radio News Association was formed, with KSTP as one of the founders.

KSTP also is one of the pioneer stations in the field of special events broadcasting, maintaining its own mobile short-wave transmitting unit—the only one in the entire northwest area. The present unit is the station's second, the first having gone into service more than four years ago.

The station is the only one in the northwest which maintains a shop and laboratory, with an engineering crew apart from its regular operating staff for research and experimental work, and for the development and construction of new equipment. It is under the guidance of Hector Skifter, technical supervisor, and Lester H. Carr, chief engineer.

The station is one of the few in the country that maintains its own educational department, directed by Thomas Dunning Rishworth, for the origination of educational programs to keep listeners in touch, not only with the work of the public school and the pupils, but with its university and college of agriculture as well.

A special department was set up nearly two years ago, headed by Val Bjornson, for the handling of informative, unbiased political news non-commercially, originating programs to give listeners both sides of important political questions as well as news from the state capital and the legislature.

Under the direction of Ray Jenkins, general sales manager, and Fred Laws, assistant, a complete merchandising service, including market information, mail publicity, special surveys, listen-in posters and headquarters for out-of-town sales and advertising executives, has been established.

The station also has been the source for nine years of all NBC programs originating in this area, including during the past year such shows as Rudy Vallee's hour, Fibber McGee and Molly, the Winter Carnival, the General Motors Good Neighbor concerts, the Minneapolis Symphony and many others.

Paul Sabin and his orchestra, currently at the Hotel La Salle, Chicago, have had their contract extended for another four weeks through Leo Salkin of CRA. The Sabin orchestra will be followed by the King's Jesters for six months beginning August 1.

Rita Rio and her all-girl orchestra have been booked by the Chicago office of CRA to play the Orpheum Theater, Madison, Wis., on July 29 and 30.

Lucky Millinder and his orchestra have been set to play the Chestnut Street Hall, Harrisburg, Pa., on July 30 for CRA.

Mike Riley and his "Round and Round" Orchestra have returned to the New Penn Club, Pittsburgh, for CRA with a KDKA and NBC wire. Later they move into Castle Farms, Cincinnati.

Johnny Green will observe the completion of his tenth year as a composer of popular tunes when he conducts a special sequence of his own

hit numbers over the NBC-Red network on Aug. 3 at 9:30 p.m. He will be aided by singers Trudie Wood, Jane Rhodes and Jimmy Blair as well as the Rhythm Chorus.

A Kansas City, Kas., music company reports several calls for sheet music to "Baby, Have a Heart" and "Romance in the Rain," songs originated by Joe Boan of the KCKN staff, following their presentation on Joe's daily quarter-hour program for Kuluva Clothing Co.

"Music at Nine" on WQXR

"Music at Nine," WPA madrigal singer troupe, will be heard on WQXR at 9 p.m. Mondays starting Aug. 9. The singers have been appearing on WMCA and WNYC.

Another WPA show, "Serenade at Nine," resumed last night on WMCA.

Dave Chrisman Resigns

Dave Chrisman of Mutual's New York office has resigned. Chrisman has been with the network from its earliest days.

PROMOTION

Bonuses for Best Ad Libs

General Mills (Wheaties) is offering special bonuses to sports announcers for the best ad-lib commercials used during broadcasts each week. Announcers are given stock commercial announcements, but are requested to tie-in remarks about the product during the course of the ball games whenever possible. Each announcer then sends in a copy of his plugs, and those adjudged winners are paid \$2. To date, Earl Harper, WNEW announcer handling the Newark assignment for Wheaties, has won special bonuses, as has Joe Bolton, WHN sportscaster handling the New Jersey games for same sponsor. Offer holds good for every sport announcer working for General Mills on baseball assignments.

"Choose Your Announcer"

A "choose your announcer" contest conducted by WCPO, Cincinnati, with all staff announcers competing in the program, has been stirring up quite a bit of interest. Fans listen to the program, then write a letter telling which announcer they prefer to read the news, and why they prefer him. The person sending in the best letter, in the opinion of the judges, receives a cash award of \$25. Next best gets \$10, and the third \$5. There are also 10 honorable mention prizes of \$1 each. The announcer who gets the most votes will receive a cash award of \$25; second best, \$15, and the third, \$10.

WHIO Cab Exploitation

WHIO, Dayton, O., further continues to publicize the station as well as emphasizing the known fact "It Pays to Advertise." After reaching an agreement with the local cab companies, WHIO has placed on the back of each cab a long, two colored streamer stressing the points that there is "Always a Good Show on WHIO" at 1260 on your radio dial.

Talent Discovery Contest

KFOX, the Hal Nichols station in Long Beach, Cal., in cooperation with Walker's Department Store and the State Theater, is running an eight-week Talent Discovery Contest designed to give opportunity to talented entertainers and at the same time publicize the three agents behind the contest.

New WCAE Commercial

Pittsburgh—"The Voice of Romance," new commercial sponsored by Jerome Wolk Furriers, starts tomorrow night at 7:45 on WCAE. Show will build stories around songs, starting with "Alice Blue Gown," prepared by Frank Siedel of the WCAE staff. Johnny Mitchell, organist, a romantic tenor called "The Voice of Romance," and a dramatic cast including Stephanie Diamond, Pearl Hamel and actor-announcer Carl Dozer, will appear in the show.



KANSAS CITY

Jimmie Sams of the announcing staff of KXBY, has resigned to join KSAL, Salina.

Ed Warner, who has been in Texas auditioning the new Arthur Church disk series, "Phenomenon," has returned here for a short while before going back into the Texas territory.

KCKN has added two shows originating at WIBW, Topeka, and aired via the Kansas network. One features the singing of a blind tenor, Edmund Denny, five times weekly, while the other, "Crime Patrol," features Tom McGinnis, WIBW dramatic artist, and is written by George M. Hamaker and directed by Art Holbrook, both of the WIBW staff.

L. L. Longsdorf, program director at KSAC, the radio station at the Kansas State Agricultural College at Manhattan, spent Saturday at WDAF conferring on the new WDAF farm program for which Longsdorf provides scientific agricultural material.

H. Dean Fitzer, WDAF general manager, left Saturday with Mrs. Fitzer for New Orleans and Havana, returning in three weeks by way of New York.

Marian Donaldson, KMBC traffic director, has left for a vacation in Detroit and Canada.

Arthur B. Church has been appointed chairman of the radio committee for the Jubilesta, Kansas City's ten day fall festival.

SAN ANTONIO

Elliott Roosevelt, president of KTSA Broadcasting Co., and E. J. Gough, vice-president of Hearst Radio Stations, were in the city conferring with KTSA Manager H. C. Burke last week.

Jerry (Bud) Morgan, KOMO production director, is vacationing down at Rockport.

Les Ketner, RADIO DAILY correspondent, is doing a weekly radio column for "Sunday Express."

Capt. F. G. Neuhauser, emcee on "The Old Heidelberg Students" program heard thrice weekly via KTSA, recently authored "Pioneer," to go before the camera here next month.

Judith Allen is author, producer and announcer of "Happiness House," now heard twice weekly on KABC.

Sponsor's Auction Clicks

KOBH, Rapid City, S. D., has inaugurated a new sales promotional idea known as the KOBH Sponsor's Auction. It's a business stimulator and interest getter. Each sponsor receives upon contract an amount of so-called KOBH money which he returns to his customers at the rate of one dollar for each dollar spent. Then at a future date there will be held an auction where many valuable prizes will be offered for sale with this KOBH money.

There is no lottery or game of chance connected with the proposition the idea being that each customer who has enough money will bid the limit and thus obtain the car, or any of the additional articles. On special days the sponsor may give special deals of two sponsor's dollars for each dollar spent and the like.

FRANK GOLDER has been promoted from engineer to night traffic supervisor of Chicago NBC Central division, succeeding John W. O'Neill, who resigned on account of health. Joseph W. Conn Jr. takes Golder's place.

Announcer Dick Wells on week's vacation in north woods.

Elinor Harriot, former Chicago radiactress and the Ruby Taylor of Amos 'n' Andy show, has written friends here that she expects to announce her engagement on coast this week to Frank Nathan, Los Angeles insurance man.

Esther Shultz, Evening American radio ed, on vacation.

Hilliard Edelstein of Carlton Kelsey's CBS "Poetic Melodies" orchestra has authored a composition for string ensemble called "Reverie."

William Hodapp, formerly on faculty of Indiana University extension school, is new member of Chicago NBC continuity staff, replacing Al Barker, who was taken off staff work to write "Don Winslow" and NBC Minstrels.

Truman Bradley, WBBM announcer and commentator, will handle announcing for Grant Park concert Saturday evening featuring Lily Pons and Andre Kostelanetz.

Durward Kirby, formerly of WLW, Cincinnati, has been added to NBC announcers' staff here.

Charlie Gilchrest, radio ed of Daily News, is waxing a series of gossip and news for Ruthrauff & Ryan.

Coming Events

July 26-29: National Association of Music Merchants convention and trade exhibit at the Hotel New Yorker, New York.

Aug. 2: Semi-annual meeting of the American Radio Telegraphers Association New York.

Aug. 4-5: Stewart-Warner Corp. disunion under auspices of Institution of Radio tributors' convention, Edgewater Beach, Chicago.

Aug. 23: Credit Retailers' Ass'n of America annual convention, Hotel New Yorker, New York.

Sept. 18-27: International Radio-Television Exposition under auspices of S.P.I.R., Palais de Foire, Lyons, France.

Oct. 21-22: American Ass'n of Advertising Agencies Pacific Coast Convention, Hotel Del Monte, Del Monte, Cal.

Nov. 26: Inter-American Radio Conference, Havana.

Dec. 8-12: Eighth Annual International Radio Club Party, Havana.

Feb. 1, 1938: International Telecommunications Conference, arrangements being made by General Manager of Egyptian State Railways, Telegraphs & Telephones, Cairo, Egypt.

... Radio's own daily newspaper modestly presents a series of 100 unsolicited testimonials as to what Radioland thinks of RADIO DAILY.

WOR

New York City

"... I never miss an issue of RADIO DAILY. You are doing a fine job."

William B. Gellatly

Sales Manager.

KLRA

Little Rock, Arkansas

"... Please accept our commendation on RADIO DAILY, a swell publication."

Frank Hennessy

Chief Announcer.

LUTHER WEAVER & ASSOCIATES

Saint Paul, Minnesota

"... RADIO DAILY is doing a snappy informative job. I trust there is no offense connoted in enclosing a check for a year's subscription."

Luther Weaver

... RADIO DAILY is six months old. It is growing fast. It already has the confidence of a great progressive industry. Watch RADIO DAILY.

LOUISVILLE

Hank Keene's Radio Gang, WHAS hillbillies, touring Kentucky, Tennessee and West Virginia territory with a tent show. Bob Atcher, mountain minstrel and former WHAS singer, also with the troupe.

Nelson Dickey, new salesman on staff of WGRC, New Albany, Ind.

Slim Bryant, guitar player, has rejoined Clayton McMichen's Georgia Wildcats on WAVE.

Paul Sutton, vocalist with Harry Currie's ork on WHAS, now filling morning sustaining spot, singing, announcing, and accompanying himself at piano.

Earl P. Carter, head of Central Transcriptions, new recording company here, on combined business and pleasure jaunt to Chicago, Philadelphia and New York.

Jane Evans of Pikeville, Ky., is organizing listening centers which will be added to those already established by University of Kentucky. Service will be installed in remote sections of Breathitt, Magoffin, Johnson, Floyd and Martin counties.

Marion Ackley of WLAP, Lexington, in town to record some 15-minute film chatter programs.

Asher Sizemore and Little Jimmie, local air favorites, spending the summer on their farm in Indiana.

WGRC Louisville studios were visited Monday by Hoot Gibson, cowboy star, who was interviewed by Bob McIntosh.

COLUMBUS

Irwin Johnson, WBNS staff announcer, has gone to Erie for his vacation.

Fred Hoffman, WCOL salesman, and Bob Seal, announcer and continuity chief, also vacationing.

Eldon Howells and Agnes Wright, duo-piano team, are guest-artisting over WHKC's symphony hour from Olentangy park, directed by Abram Ruvinsky and sponsored by Standard Oil Co.

Ed Bronson, WCOL program director, flying to New York on his vacation. Two other WCOL'ers vacationing are Neil A. Smith, commercial manager, fishing in Alabama, and Herbert Welch, announcer, heading for Chicago and Wisconsin.

ONE MINUTE INTERVIEW
BORIS MORROS

"Music for radio alone has not yet been written. This can only happen when the present day composers realize the specific facilities and the tonal timber that the microphone gives to orchestrations and the human voice. In other words, the composers must realize that the mike must give birth to a voice, as in the case of Bing Crosby. Music will have to be born for radio, as it has been born for the movies. It will take a long time. Only now has the movie industry found the answer."

★ Coast-to-Coast ★

BUD HEYDE, program director for **BKVD**, Denver, vacations for two weeks starting Aug. 1. He heads for Scottsbluff, Neb., where his family lives.

Gene O'Hare, sportscaster at **WGY**, Schenectady, starts a series of Thursday night interviews with members of the Albany Baseball Club tomorrow.

WCAE, Pittsburgh: **Phil Davis** is back from vacation . . . Three Little Maids are prospects for a commercial spot . . . **Ed Sprague** manages the Beach Club at Conneaut Lake on the side.

Clark Dennis, young **NBC** tenor, and **Fran Allison**, ballad singer, who was graduated to the networks from **WMT**, Waterloo, Iowa, will form one singing team, and **Jack Baker**, tenor, and **Annette King**, balladist, will form another to provide vocal entertainment on the **NBC Breakfast Club** and the **Club Matinee** from the **NBC Chicago** studios, beginning next Monday. **Miss Allison** and **Dennis** will be heard from Aug. 2 through Aug. 7 over the **NBC-Blue** network at 9 a.m. **EDST** on the "Breakfast Club." **Baker** and **Miss King** will be soloists the same days on the "Club Matinee" over the **NBC-Blue** Network at 4 p.m. **EDST**.

KMOX, St. Louis: **Maurice Cliffer**, announcer, is vacationing in Kilgore, Tex. . . . **Rollie Williams** of the production staff is in Minnesota . . . **Harry Fisher**, control operator, back on the job after a month's absence due to an auto accident.

The 3rd Annual Aquaplane Derby, from Avalon, Catalina Island, to Hermosa Beach, will be shortwaved from speed boats, a Coast Guard cutter and a blimp and released over the **Mutual** network, Aug. 1.

WFBM, Indianapolis: **Bill Kiley**, continuity writer, is relaxing in the Indiana lake region . . . **Henry S. Wood**, station's farm director, having unusual success with his second series of county fair broadcasts.

"Your Home Town," musical variety program with a plot that holds the works together, is being sponsored by **Omar Baking Co.** on **WIRE**, Indianapolis.

Doris Fisher, daughter of song publisher **Fred Fisher**, having made a successful debut as a radio singer on Monday's **CBS** "Metropolitan Parade", will be heard again in this morning's show.

Clem McCarthy will be at the mike for **NBC** when the famous **Hambletonian Stakes** is run at Goshen on Aug. 11.

William Watters, young actor and writer, formerly on the coast, is now

scripting new radio shows for the **Kass-Tohrner Agency** in New York.

Ralph Blane, radio and stage singer, who appeared in "New Faces", is being featured in "Frederika" at **Jones Beach** this week.

C. W. Haffenreffer and **Ernst Ratsey** are the latest additions to the staff of **Mutual** announcers who will cover the America's Cup Races. **Haffenreffer** operates the dry dock where the racers have been kept in condition, and **Ratsey** made the sails for both the **Ranger** and the **Endeavor**.

Paul Startup, former staff artist at **WLAC**, Nashville is now on the staff as regular announcer.

Eric Snowdon, veteran Shakespearean actor and well known in films, has been added to **CBS** staff as consultant on Shakespearean cycle and to assist on productions.

New "Couple Next Door" Sked

The **MBS-Procter & Gamble** show, "Couple Next Door" will go on a new schedule when it expands to **WOR** on Aug. 2. **WGN** and **WOR** will air the program at 2:45-3 p.m., with **WLW** carrying the program at 5:15 p.m. Program is keyed from **WGN**.

NEW ORLEANS

Regal Beer takes the air over **WWL** here with a new program of oddities in nature, business, science, etc., narrated by Program Director **James Wilson**. Program was placed through **Walker Laussey**.

Frank Arena, tenor, is some kind of a record holder among the commercials in point of years for consistent service. Starting out with his wife in a musical act seven years ago, he had been on one station ever since and claims always to have been sponsored.

Irving J. (Pinky) Vidacovich and his orchestra replace the **Gemelli Loyacano** combination at **Chez Paree** here and over the **WDSU** wire.

Billy Ogeltree and his **Dream Girls** are airing from **Biloxi, Miss.**, over **WGCN**. Outfit plays in the **Buena Vista** dining room.

ALBANY

Harold E. Smith, general manager of **WOKO**, will not be back in harness for another six weeks, as a result of his recent airplane accident. The most serious of Smith's injuries is a broken ankle (three places).

WABY will feed **WOR-Mutual** with 12 broadcasts on the **Saratoga** feature races, with **Bryan Field** at the mike for the stake events. **Bill Winne** will be **WABY**'s local announcer.

Xavier Cugat and his orchestra at **Arrowhead Inn**, **Saratoga**, and **Dick Mansfield's** orchestra at **Hotel Ten Eyck** here will be fed to **Mutual** by **WABY** during the racing season.

JOHN EBERSON

STUDIO ARCHITECT



ACOUSTIC CONSULTANT

1560 BROADWAY
NEW YORK CITY



RADIO DAILY

Serving the Better Interests of Commercial Radio and Television



VOL. 2, NO. 20

NEW YORK, N. Y., THURSDAY, JULY 29, 1937

FIVE CENTS

2 Councils in Radio Union

VAN CRONKHITE BUYS OUT GEO. ROESLER INTEREST

Chicago—Van Cronkhite Associates Inc. has bought out George Roesler's interest in VCA's Foreign Language Station Rep. Division. The announcement, made by VCA's president, John Van Cronkhite, said the deal was effective immediately, but that Roesler would remain with VCA until the first of August.

Roesler pioneered in the foreign language field, being one of the part-

(Continued on Page 3)

Ascap Offices Picketed By One-Man Delegation

For the past two days a one-man delegation has been picketing the Sixth Ave. entrance to Ascap's offices in the RCA Bldg. Pickets name is Ira B. Arnstein who claims via two 3x4 foot signs, that Ascap is "pirating his songs."

Arnstein claims he wrote "A Mother's Prayer," which to date has sold some 1,000,000 copies and is still

(Continued on Page 3)

RCA and Gen. Electric Get Patent Injunction

Federal Judge John C. Knox yesterday granted a permanent injunction to RCA and General Electric Co. restraining Eli and Oscar Dane, Paul R. Nachenson, Majestic Radio, Dubro Radio & Television Corp., Webster Stores, Inc., and Avon Stores, Inc., from infringing upon radio receiving patents owned by the plaintiffs.

WJAX Appoints Rep

WJAX, 5000-Watt NBC Red and Blue Station in Jacksonville, Fla., has appointed Craig & Hollingbery Inc.,

(Continued on Page 2)

New Guest Wrinkle

Now that the guest artist policy has become as prevalent as swing music, Walter O'Keefe will try a new wrinkle on the NBC-Red "Town Hall Tonight" program by playing return engagements of former guest stars. Billie Bailey, Tex Lewis and his Texas Wranglers and May McKim will be heard in the Aug. 4 program.

Cantor Back Sept. 19

West Coast Bur., RADIO DAILY
Los Angeles—Eddie Cantor, now on summer vacation, resumes broadcasting as star of the Texaco Sunday program over 88 CBS stations on Sept. 19. Show will be heard, as at present, 8:30-9 p.m., New York time, with a rebroadcast at 12 midnight during Daylight Saving Time and at 11-11:30 p.m. during Standard Time. Buchanan & Co. is the agency.

ARTA-WHN CASE IS HEARD BY WASH'N LABOR BOARD

The National Labor Relations Board yesterday revealed that the case between the ARTA and WHN has been heard by the board in Washington, but a decision has not as yet been handed down.

A recent controversy, arising over charges that the NLRB was being forced to hear a number of unnecessary cases, has been mainly responsible for the delay in the WHN case which was submitted to Washington

(Continued on Page 3)

State-Operated Station Is Asked in Mass. Bill

Boston—A bill calling for the establishment of a radio station at the State House has been filed by former Representative Thomas Dorgan of Dorchester. Measure directs the superintendent of buildings to establish and maintain in the State House a broadcasting station for use by de-

(Continued on Page 3)

General Mills May Invade Football Sponsorship Field

CBS Football Schedule Getting Additional Games

In divulging preliminary plans for its football broadcasts this fall, CBS yesterday stated that although the schedule to date only calls for the airing of two games, the network announced that future games will be

(Continued on Page 3)

Problems of Singers and Those of Actors, Will be Handled by Separate Bodies, Which Will Meet Jointly

QUAKER OATS BUYS TIME FOR AUNT JEMIMA SHOW

Chicago—Quaker Oats Co. has bought a 15-minute NBC morning spot on a five-a-week schedule for an Aunt Jemima show under the title "Cabin at the Crossroads," starting Aug. 23. Show will feature Negro music and characterizations, with an orchestra and a dramatic cast headed by Harriet Widmer as Aunt Jemima. Lord & Thomas set the deal.

Benton & Bowles Agency Adds Four to Personnel

Fred J. Hamm, Lester S. Dame, Adolph J. Toigo and William Fagan are new personnel additions at Benton & Bowles Inc.

Hamm, formerly a partner of Moore & Hamm Inc., will work on the

(Continued on Page 3)

Abert to Manager WTMJ

Milwaukee—Donald Abert has been appointed manager of WTMJ, effective Aug. 1, with Russ Winnie continuing as assistant manager, W. F. Dittman as sales manager in charge of local and national advertising, and Dan Gellerup as technical director. Operation of WTMJ continues as a division of The Milwaukee Journal promotion department, headed by W. J. Damm, who maintains the policy and legal contacts.

Believing that actors and singers in the radio field have their own respective problems, the new radio organization sponsored by Actors' Equity will have two separate councils, one for each of these branches of entertainers, it was learned yesterday. Both the actors' council and the singers' council will meet in joint sessions, however.

An executive board also will be formed to head the organization.

Further details of the organization are to be discussed and possibly de-

(Continued on Page 3)

AFM POSTPONES PARLEY WITH RADIO OFFICIALS

The AFM Executive Board yesterday postponed its scheduled meeting with radio heads until this morning. Only action yesterday was a 10-minute session in the morning at which time the postponement was decided upon. A full house is expected to attend the meeting today, with representatives from broadcasting chains and stations scheduled to sit in.

Five-Year Deal on Polo Set by Columbia Network

Within a few days CBS will announce the addition of polo to its long list of sports which have been signed up for exclusive broadcasts. United States Polo Ass'n has not delivered the signed papers to CBS

(Continued on Page 3)

O'Neill Producers

Three of NBC's crack producers have been assigned to the staging of the Eugene O'Neill plays which will be aired over NBC-Blue starting Monday. James Church will direct the first, "Beyond the Horizon." Lester O'Keefe handles "The Fountain," while Charles Warburton is to produce. "Where the Cross Is Made," with Henry Hull.



Vol. 2, No. 20 Thurs., July 29, 1937 Price 5 Cts.

JOHN W. ALICOATE : : : Publisher

DON CARLE GILLETTE : : : Editor

MARVIN KIRSCH : : : Business Manager

Published daily except Saturdays, Sundays and Holidays at 1501 Broadway, New York, N. Y., by Radio Daily Corp. J. W. Alicoate, President and Publisher; Donald M. Mersereau, Treasurer and General Manager; Chester B. Bahn, Vice-President; Charles A. Alicoate, Secretary; M. H. Shapiro, Associate Editor. Terms (Post free) United States outside of Greater New York, one year, \$5; foreign, year, \$10. Subscriber should remit with order. Address all communications to RADIO DAILY, 1501 Broadway, New York, N. Y. Phone Wisconsin 7-6336, 7-6337, 7-6338. Cable address: Filmday, New York. Hollywood, Calif.—Ralph Wilk, 6425 Hollywood Blvd. Phone Granite 6607.

Entered as second class matter April 5, 1937, at the postoffice at New York, N. Y., under the act of March 3, 1879.

FINANCIAL

(Wednesday, July 28)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Am. Tel. & Tel.	172	171½	172	—
Crosley Radio	20¼	19¾	19¾	— 5/8
Gen. Electric	58¾	57¼	57¾	— 7/8
North American	29	27½	27½	— 1/2
RCA Common	93¾	9	9	— 3/8
RCA First Pfd.	68¾	67¼	67¼	— 1½
RCA \$5 Pfd. B				
Stewart Warner	18¾	18½	18½	— 1/4
Zenith Radio	36¾	36½	36½	— 3/8

NEW YORK CURB EXCHANGE

Hazeltine Corp.	37¾	37¾	37¾
Majestic	1¾	1¾	1¾
Nat. Union Radio	1¾	1¾	1¾

OVER THE COUNTER

CBS A	Bid	Asked
CBS B	30½	31½
Stromberg Carlson	30½	31½
	13	15

WJAX Appoints Rep

(Continued from Page 1)

as national sales representative. This gives Craig & Hollingbery both east coast NBC outlets in Florida, as the firm already represents WIOD in Miami.

CBS Signs Doris Fisher

Doris Fisher, composer and soloist, has been signed under the exclusive management of the Columbia Artists, Inc. Miss Fisher, daughter of Fred Fisher, composer, will do only soloist work under her new contract.

Literati for Fan Mail

Mary M. Banning, daughter of Margaret Culkin Banning, the author, will join the NBC audience mail department on Monday as correspondent. Miss Banning is a recent graduate of Vassar and holds a Phi Beta Kappa key.

DON KERR

Master of Ceremonies

WMCA

Fox Fabian Amateur Hour

Harlem Amateur Hour

Paramount Professional Parade

COMMENTATORS

A TYPE of radio program that is still a good distance from the saturation point of its possibilities is the commentator.

In the trail blazed by H. V. Kaltenborn, the daddy of them all in his particular line, there has sprouted and flowered a vast variety of spellers, topical and philosophical, erudite and opinionated, personal and psychological, political and sociological, intimate and humorous.

And from this myriad, a small half dozen or so stand out.

Sponsored network topnotchers of the current general news parade are Lowell Thomas, Edwin C. Hill, Boake Carter and Gabriel Heatter.

The most colorful of these is Thomas, who, besides a gift of speech and a facile turn for wit, has the benefit of an adventurous and thrilling personal background, a world-wide acquaintance among headline and unusual personages, a versatility of talent and a capacity for prolific activity which keeps him on the pulse of things.

Carter has won his spurs chiefly by being scrappy and controversial; he is the more opinionated and more editorial-minded of the fraternity, and therefore attracts the big argumentative following.

Hill is a forthright and fluent discusser, a veteran newspaper man who has digested his training and experience, with a leaning to the more human interest angles, and possessing a decisive delivery that impresses his listeners.

Heatter has proved himself an efficient handyman in a variety of spots, doing a workmanlike job somewhat on the order of Hill.

Charles Benford, who made his debut from New York this week over WOR-Mutual after some activity in Washington, is a newcomer who bids fair to cut quite a swath in the outspoken line, combining oratorical force and with sound judgment.

In a still more fiery vein is Gerald L. K. Smith, espousing the cause of Americanism and anti-Communism—with emphasis against the CIO—over WINS and the N. Y. Broadcasting System; he's the nearest thing to Father Coughlin since the latter faded from the air.

For general listener interest, the Walter Winchell fraternity probably holds first place in number of dialers attracted.

In this field, Winchell is another pioneer who has held in the lead despite some stiff competition and not a little imitation; his success being due no less a matter of personal talent than to the type of news he airs.

Jimmy Fidler, the more spectacular of the Hollywood gossip boys, evolved a very successful formula in news and "moralizing" that hits the man in the street and the girl behind

the counter, so he's set to ride quite a distance on that horse.

George Fischer, latest chatterer to hit the networks from the coast, has made a fair start, but there is still some distance between him and the Winchell-Fidler duo.

At the New York end, Paul Stewart, the "Hollywood Observer" on a CBS commercial, is going strong with a somewhat different style of presenting his generous batches of news and gossip.

In the more scholarly department, which hasn't fared so well thus far, Eugen Boissevain has tried tea-time and dinner-time talks on subjected of limited drawing room interest, and the Englishman Alistair Cooke is now trying a slightly similar stint but at a later night period.

Of wider interest to the literate listeners are the whimsical chats of Alexander Woollcott; the folklore of that topnotch yarn-spinner, Cal Carmer, in "Your Neck of the Woods"; Edward Tomlinson's "Other Americas"; and the talks of Dr. William Lyons Phelps, Dale Carnegie, Phelps Phelps, and a few others who are heard less frequently.

Philosophers of cheer like Ted Malone of "Between the Book Ends" also deserve mention, and there is Ed Fitzgerald who manages very nicely to kill part of a half-hour each day in a more or less vaudeville type of chatter.

John B. Kennedy is another who was on the way to becoming a commenting specialist at one time, but seems to have dropped out, and there is the legion of straight news and sports dispensers including the busy Andre Baruch, Mark Hawley, Vincent Connolly, Dave Driscoll, Ford Bond, Paul Douglas, Bill Williams, et al.

The multi-sponsored Arthur Godfrey also deserves some classification, and there is the mellow theatrical commentator Bide Dudley, Harlan Eugene Read who talks on foreign matters, Howard Marshall who is heard here from London, and George Jean Nathan (caught once in a group discussion with Ernest Boyd and others) who ought to be aired but isn't, and the same goes for M-G-M's J. Robert Rubin who has an unusually fine mike voice plus a learned mind.

Among feminine commentators, Mrs. Franklin D. Roosevelt and Mary Pickford would garner the biggest listening audiences.

Kathryn Cravens does a fine job on news and comment, Peggy Wood is beginning to hit a good stride, Nellie Revell makes pleasant listening, Martha Deane takes the prize

COMING and GOING

FRANK CHAPMAN and GLADYS SWARTHOUT return from Europe today aboard the Conte di Savoia.

JOCKO MAXWELL, sportscaster for WWRL and WLTH, returns Saturday to his duties after a brief vacation at Hunter, N. Y.

HENRIETTE K. HARRISON, radio director for New York City's YMCA, leaves this week for Beach Haven, N. J., for a vacation until Sept. 1.

MRS. LESTER LEE left yesterday for Syracuse to return with her mother, MRS. ROSE BARNEY. CHARLES E. GREEN, president of Consolidated Radio Artists, returned to New York yesterday after an extended trip to the coast, stopping off in key cities.

MARY EASTMAN and BILL PERRY, leave for St. Louis to appear at a special airing via KMOX on Aug. 4.

R. H. GRANT, vice-president of General Motors, sails for Europe today on the Ile de France.

MARIE PONS, mother of Lily Pons, returns to Paris today.

JEANNE AUBERT sails on the Ile de France today.

EDITH MEISER, associated with McKnight and Jordon Inc., arrived yesterday from Paris aboard the Conte di Savoia.

ALLEN SCOTT, Philadelphia air commentator, is in New York on business for a few days.

DAVID WOLPER and bride have returned from a honeymoon in Bermuda.

IRVING MILLS returns from Europe on Monday aboard the Normandie.

BILL FINCH, president of the Finch Laboratories, arrives today from Washington.

LEO FITZPATRICK, vice-president and general manager of WJR, Detroit, is spending his vacation in Wichita, Kas., visiting his folks.

MR. and MRS. JESSE CRAWFORD and their orchestra are leaving for Washington, where they play a week at the Earle Theater before proceeding to the Peabody Hotel, Memphis, booked through Consolidated Radio Artists.

STANLEY L. WESSEL, vice-president of Wessel Co., Chicago, is in New York and stopping at the Hotel Warwick.

E. D. PEDERSON, manager of KOL, Seattle, was in town yesterday and planned to fly home last night.

F. D. KESLER, commercial manager of WDBJ, Roanoke, was in New York yesterday.

JOSEF ISRAELS II, commentator on WNYC, is off the air for two weeks while he takes his annual vacation up in Maine.

GEORGE FUERST, night traffic superintendent for NBC in San Francisco, is visiting New York on vacation.

C. B. ARNOLD, general manager of KINY, Juneau, Alaska, is looking northwestward again after a New York sojourn.

IREENE WICKER, star of the Kellogg "Singing Lady" series, will do personal appearance at the Great Lakes Exposition, Cleveland, on Aug. 6-7-8.

for endurance as well as for the ability to combine interesting chatter with commercial plugs, and then there are some dozen others, including Martha Manning, Eve Casanova, Helen Gray, et al, who do very nicely in their respective lines.

But the feminine side, as a whole, doesn't hold a candle to the male contingent when it comes to commenting.—D.C.G.

CHICAGO COMMUTERS!

United Mainliners make 9 fast flights to CHICAGO daily—3 non-stop. Famous "Night-Hawk" plane lvs. New York at 11 p.m.—arr. CHICAGO at 3:13 a.m. Also overnight Mainliner to CALIFORNIA at 5:55 p.m.—only 3 stops.

★ UNITED AIR LINES ★

In the heart of Radioland—Hollywood's most modern transcription studios

THE AEROGRAM CORP.

"From script to disk"

1611 Cosmo St.

Hollywood

RADIO UNION WILL HAVE SINGER, ACTOR COUNCILS

(Continued from Page 1)
terminated at a special meeting scheduled for tomorrow.

Yesterday's announcement of the new setup for the radio talent union, which will be vested with complete autonomy, aroused highly favorable reactions among radio performers.

Ascap Offices Picketed By One-Man Delegation

(Continued from Page 1)
played on the air and from which Ascap obtains royalties. He also claims that Ascap changed the title of "Celestial Melody," which he wrote, to "Be Still My Heart." In another case his "Russian Waltz Song" became "Play Fiddle Play," he says. In this case Arnstein brought suit against Edward B. Marks Co. but lost the case.

Arnstein claims he filed an application for membership with Ascap but was refused because he wrote classical music not popular.

John G. Paine, general manager of Ascap, said that Arnstein's lawyer called him a few days ago and Paine invited the lawyer up for a conference. Lawyer failed to appear. Paine further declared that "Ascap's files show no record of Arnstein filing an application for membership."

Some years ago Arnstein had Nat Shilkret arrested for playing "Divine Lady," but case was thrown out of court. Arnstein says he will continue his picketing indefinitely.

Five-Year Deal on Polo Set by Columbia Network

(Continued from Page 1)
yet, but unofficial sources say that is only a matter of time.

Deal is for five years and price paid by CBS is said to be over \$10,000.

State-Operated Station Is Asked in Mass. Bill

(Continued from Page 1)
partments and officers of the state in broadcasting such information and data as may be in the interest of the public, particularly in the matter of promoting public health, education and welfare. Commercial or political discussion are excluded.

1	9	3	7
SUN	MON	TUE	WED
4	5	6	7
10	11	12	13
14	15	16	17
18	19	20	21
22	23	24	25
26	27	28	29
30			

Greetings from Radio Daily

July 29

Sigmund Romberg

Lewis James

NEW PROGRAMS—IDEAS

Femme Neighborhood Reporter

KCKN, Kansas City, Kas., which holds a preferred position in the news field of its area, has spotted a new and slightly different news broadcast to be aired three times weekly, 1:05 to 1:20 p.m. Wednesdays, Thursdays and Fridays. Titled "Butler's Brevities," the program features a feminine "Neighborhood Reporter," with an informal "homey" review of local news happenings.

The sponsor, Butler Music Co., believing the news broadcasts to be the best way of reaching the largest number of people by radio, worked with the station's program department and the Carter-Owens Advertising Agency in originating this new "column" type of news review.

Tie-ups with the daily Kansas City Kansan newspaper makes available the cream of each day's news for "Your Neighborhood Reporter," since she has at her finger-tips the entire turn-in of the newspaper's reporters in selecting news for exclusive presentation on the Butler program.

Virginia Wallace, KCKN's women's news commentator, was selected for the role of the "Neighborhood Reporter," with Randall Jessee as announcer. One musical selection on each broadcast will be furnished under the supervision of the Hosking Conservatory of Music.

The plan of mailing cards the evening prior to each broadcast to every person whose name will be mentioned promotes further interest in the program.

WJAY's "Neighborly Salutes"

Recognizing the importance of the numerous small cities which dot the landscape near Cleveland and along the shore of Lake Erie, WHK-WJAY Program Director Mendel Jones has scheduled a new WJAY series at 3-3:30 p.m. Thursdays known as "Neighborly Salute," in which the many industrial and farming communities which play an important part in the economic life of Northern Ohio will be honored.

Opening the series was a salute to Elyria, Ohio, with Elyria's Mayor, Leonard Smith, and J. Clark George, editor of the Elyria Chronicle-Telegram, as speakers, describing briefly the principal manufacturing and other industries in the city, activities in behalf of citizens, social life, etc. Louis Rich and his modern sym-

phonic orchestra will present music honoring the city. Plans call for the continuation of the program throughout the summer and fall on a weekly basis.

Bible Stories for Kids

"Miles of Smiles" is the name of a new Sunday morning religious program for children conducted by Ruth Robinson over WHBF, Rock Island and Moline, Ill., and Davenport, Ia. Miss Robinson takes the children on a mythical steamboat trip to the Bible lands where she describes places and Bible stories that happened there. Program is non-sectarian. A tie-in with local Sunday Schools builds up a tremendous following and good will.

Children are invited to the studio to take part in the program, and each child is given a ticket for the "trip." Before they secure this "trip" ticket, they must have a ticket from their Sunday school teacher saying they were at Sunday School the previous week. Each teacher is conducting a contest in his class to see which youngster will win the most tickets.

Feminine Words and Music

A new women's program, featuring Jane Schrader and Betty O'Regan, is now heard every Sunday morning at 9:30-10 a.m. over WCPO, Cincinnati. This program is purely female fare—presenting Women In The News, Women's Fashions, Hollywood Women's Gossip, Recipes and other features of interest to Women.

Each week, too, Miss Schrader and Miss O'Regan present some prominent woman, either a native Cincinnati or some visiting firewoman, who has distinguished herself in her line of work in a short interview.

Maxine Gray Rejoins Kemp

West Coast Bureau, RADIO DAILY
Los Angeles—Maxine Gray, vocalist, rejoins Hal Kemp and band when they open at the Coconut Grove of the Hotel Ambassador with an NBC-Blue network wire Tuesdays and Saturdays in addition to their Friday night CBS cigaret show. The boys also will play five half-hour periods weekly on the coast hook-ups of NBC's Red and Blue networks.

Other vocalists with the band are Skinnay Ennis, Bob Allen and Saxie Dowell.

CBS Football Schedule Getting Additional Games

(Continued from Page 1)
picked according to importance of teams. Ted Husing will handle the play-by-play descriptions for the web. First game to be broadcast will come from Ohio State University when that school meets Texas Christian on Sept. 25. The following week Husing will travel to Lincoln, Neb., to air the tilt between Nebraska and U. of Minnesota.

ARTA-WHN Case Heard By Wash'n Labor Board

(Continued from Page 1)
on July 7. One proposal made to judicial bodies called for an amendment of the Wagner act which would place responsibility equally on the employer and employee in labor disputes. However, a decision is expected to be handed down in the WHN case before any action on the NLRB is taken.

GEN. MILLS MAY INVADE FOOTBALL SPONSORSHIP

(Continued from Page 1)
most the same with Wheaties eventually dropping the football idea. This year, however, competitors, not able to break into baseball, have begun to go overboard on football, causing Wheaties to seriously consider a national campaign.

Sponsor has also announced plans to increase baseball schedule next year. Company now holds options for broadcasting rights to over 100 teams for 1938 season.

Benton & Bowles Agency Adds Four to Personnel

(Continued from Page 1)
Colgate - Palmolive - Peet account. Dame comes from the Lye Association and Toigo was formerly associated with John H. Dunham Co., Chicago. Both are in the research department.

Fagan becomes business manager of the radio department, succeeding Chester MacCracken who has been moved to the West Coast office. Fagan resigned from the CBS sales staff to join the agency.

Kellogg Drops Friday Spot

Kellogg Co. next week will drop the Friday schedule from the "Singing Lady" program on the NBC-Blue network, 5:30-6 p.m. The Monday through Thursday spots will be retained.

In September, Kellogg will take a half-hour Sunday afternoon spot on MBS using WOR, WLW and WGN at the start with possibility of expansion later. Irene Wicker will head the show in addition to the "Singing Lady" series. Show will be "Musical Plays" which were on NBC last year.

Kellogg is also preparing a large list of spot accounts for fall placement. N. W. Ayer & Son is the agency.

"Song Contest" Pulls

Walter King's "Song Contest" program over WINS, in five days last week, pulled 2,568 letters. Talent on the program includes Hank Silvern at the piano and Walter King at the mike. Listeners are asked to identify songs played by Silvern. Theater tickets are offered for correct solutions.

Elinor Harriot to Wed Aug. 18

Elinor Harriot, who impersonates the female characters on the Amos 'n' Andy broadcasts, will be married Aug. 18 to Frank Nathan, Los Angeles insurance man.

STAR RADIO PROGRAMS, INC.

— PRESENTS —

The Scriptfolia

"A COMPREHENSIVE LIBRARY OF CONTINUITY"
250 PARK AVENUE NEW YORK CITY

NEW BUSINESS

Signed by Stations

KFRC, San Francisco

Richardson & Robbins Co., announcements, through Charles Hoyt Co., N. Y.; Chemo-Ray Manufacturing Co., "The House of Peter MacGregor" disks, through Rufus Rhoades, S. F.; Rainier Brewing Co., announcements, through Lord & Thomas, Chicago.

KCKN, Kansas City, Kas.

Butler Music Co. (Norge, Philco, Westinghouse, Zenith and ABC), quarter-hour news periods, through Carter-Owens Advertising Agency.

WIND, Chicago

Morris B. Sachs, credit clothier, dramatizations of all White Sox out of town games for remainder of season, through Schwimmer & Scott agency; Chicago Roosevelt Steamship Co., through W. W. Garrison & Co.

KMBC, Kansas City

Mutual Citrus Products Co. of Los Angeles, five participation periods in "Happy Kitchen," also 39 five-minute ET commercials, through Charles H. Mayne, Los Angeles.

Uridge Back at WJR

Detroit—Owen F. Uridge has been appointed sales manager for WJR, managed by Leo Fitzpatrick. Uridge was a member of the WJR organization for several years until he left a year ago to join CBS as a spot time representative.

GUEST-ING

BRUNA CASTAGNA, on Chase & Sanborn Hour, Aug. 1 (NBC-Red, 8 p.m.)

ALICE BRADY, on Chase & Sanborn Hour, Aug. 15, (NBC-Red, 8 p.m.)

CORNELIA OTIS SKINNER and DONALD DICKSON, on Gulf "Summer Stars" program with Harry Von Zell, Aug. 1 (CBS, 7:30 p.m.)

JOHNNY RUSSELL, on Mark Warnow's "Blue Velvet Music," Aug. 3 (CBS, 8 p.m.)

PAT O'MALLEY, on Benny Goodman's "Swing School," Aug. 3 (CBS, 9:30 p.m.)

JAN PEERCE, on "Your Hit Parade," Aug. 7 (CBS, 10 p.m.)

LAMI MCINTIRE and His Hawaiians, on Al Pearce program, Aug. 3 (CBS, 9 p.m.)

CLEM McCARTHY, XAVIER CUGAT and VINCENT LOPEZ, on Ben Bernie's American Can program, Aug. 17 (NBC-Blue, 9 p.m.). Set by Herman Bernie.

OLIVER WAKEFIELD, in place of Tim and Irene, on Vallee program, tonight (NBC-Red, 8 p.m.).

RAMON NOVARRO and BILL ROBINSON, on WHN Movie Club, tomorrow (WHN, 8 p.m.).



● ● ● Script writers are meeting in seclusion and are forming a strong organization to protest the "farming out" of audition scripts without benefit of payment....After the first draft (with the formula laid down by the original writer) others are called into the picture to complete the show, leaving them in a lurch....They will strike when they have decided on a leader....Daniel C. Studin, v.p. of Star Radio, saved a young lady who was seized with a stomach cramp while swimming in Pa. on Sunday....Al Jacobs becomes business manager for Robbins....Adele Girard will be given her fourth screen test by M-G-M....Ralph Hitz will take over the Roosevelt Hotel in New Orleans....Benny Goodman wants to stay on the coast permanently....Tim and Irene hold a New England clambake for the Conn. press at their Norwalk seashore home Aug. 8....Roger Douless was rushed to the coast to handle special promotion on the Camel show by Earle Ferris....Jack Robbins accosted us the other day, saying, "I had to buy a music firm to break into your column"....He did buy a firm to get a hit, "So Rare," from Sherman, Clay.

● ● ● KGHL, Billings, Montana, threatens this year to stage the longest football remotes ever handled by any station....The only hold-up now evolves the furnishing of lines from the telephone company....Paul Sutton, the Songmaster of WHAS, Louisville, dedicated yesterday's program to Paul and Pauline Hixs, twins, one week old....The fond father writes: "They are both named for you, Paul, because my wife and I are so fond of your programs"....Good enough reason....A 6½-watt signal on short wave was picked up by the staff of a Milwaukee hospital when Charles Lanphier, manager of WEMP, Milwaukee Broadcasting Co., acquired a new outlet for local programs. Silent partner, so far, is Mrs. C. J. Lanphier, who is reported doing well. New X-mitter's call letters, in short, are M-I-K-E, probably of the dynamic type.

● ● ● Ruthrauff & Ryan have lost the Gillette account which goes to Maxon, who won't use radio....Attention Connie Boswell in Hollywood and Vet Boswell in Toronto: Your dad is seriously ailing in New Orleans and that's why Martha rushed away the other day without informing you....The police were called out to take care of the overflow Glenn Miller drew into the Roosevelt in New Orleans on Saturday nite....CBSlinger Frank Gallup will be feted by Pet Milk next week....Dick Merrill wasn't permitted to fly while making his aviation picture on the coast...."Junior G-Men" boast of having the only producer in radio who is in the social register. He is Donald Peterson, Annapolis graduate....Guy Robertson is booked for "Hammerstein Music Hall" sometime in Sept....Advertising agencies are fighting each other to grab Ed Wolf's signature on a contract for his dramatic show, "Hilltop House"....Henry Spitzer's return from the coast next week may mean a few changes....Val Irving has been held over a third week at the Stork Club in R. I....Allie Wrubel had three songs on "Hit Parade" last nite....Hotel Biltmore airs via WOR and CBS—but they have NBC speakers in the room—which until recently were operated by an NBC engineer!

● ● ● First flickers to be shown in Cobb Valley, Lake County, Cal., were presented by Earl Lee, Frisco NBC actor....He spent some time there on his vacation and took pictures. When the prints were made, he exhibited them at a public gathering, along with some of Frisco Bay, the new bridge and the Fiesta....One couple held up the proceedings because they had to milk 75 goats before coming....Another family arrived 16 in one car....They were amazed at seeing themselves on the screen and shocked at what those "furriners" were doing....Cobb Valley is located at the end of the electric power line back in the hills and is most populated by small ranchers and goatherds.

PROMOTION

Promotes Regatta Interest

With rowing regattas finding their greatest popularity in the east and with the northwest, despite its "10,000 lakes," evidencing little interest in the sport, KSTP, St. Paul, through its mobile short-wave transmitting unit, stepped out on two dates recently in an effort to help the sport find favor in this area.

Results of the casts were hordes of watchers on hand when the Minnesota Boat Club staged an international northwest regatta for the Thomas Lipton trophy here. Represented were Canadian oarsmen from Kenora, Winnipeg, Fort William, Port Arthur and Regina, competing with crews from the Twin Cities.

Races previously drew few spectators except for those immediately interested; but a 15-minute KSTP stanza from the boat club shell rooms and the docks fanned up widespread interest and drew several thousand spectators. Station also carried the finals, sandwiched for 45-minutes with nautical numbers.

America's Cup Stunt

Cameron King, the nautical expert who will be MBS's America Cup commentator, through his association with Lloyd's Registry of Shipping and officers of ships, has started a chain radiogram gag.

All vessels, freighters and passenger ships have received notices from King telling them about Mutual's America's Cup broadcasts which W2XGB of Press Wireless will relay via short wave to the entire world. King in his notice asks the commanders of the boats to inform all other ships at sea about the broadcasts. In that way King hopes to have "a ship-listening-post" on every vessel at sea.

LaTorre Handling "Ave Maria"

Charles Torre, stage, screen and radio actor and director, is now handling production of the "Ave Maria Hour" programs aired over WMCA-Intercity Network on Sundays under sponsorship of the Graymoor Friars at Garrison, N. Y.

Next Sunday's program will deal with St. Ignatius Loyola. A special celebration event, broadcast outdoors before an audience of 5,000 or more, is being planned for the middle of August.

Prefer True Stories

Increased fan mail received by Donald Peterson, producer and director of "The St. Anthony Hour," since this WHN Sunday program switched from telling legendary stories of St. Anthony to the dramatizing of the history of the Society of the Atonement, sponsors of the show, indicate that listeners prefer the true stories remembered by living men to legendary facts found in books.

Programs That Have Made Station History

No. 17—WNEW's "Milkman's Matinee"

A RADIO precedent that started Aug. 2, 1935, has become a nationwide institution. WNEW's "Milkman's Matinee," broadcast Mondays through Saturdays during the wee hours of 2 to 7 a.m., is the only local program that caters to a coast-to-coast audience. Conducted by Stan Shaw, a psychology professor who turned radio announcer, the program is devoted to friendly, intimate chatter and the playing of telegram-requested recorded music. WNEW's "Milkman's Matinee," the first all-night show in Eastern radio, proved that there are sufficient listeners to warrant successful radio commercial operation during the early morning hours.

An audience of staggering proportions listens from 2 to 7 a.m. According to the Starch Survey, 108,000 radio sets in homes are tuned in during the "Milkman's Matinee." Approximately 8,000 restaurants, taverns, bars, grills and lunch wagons are open all night. If not a single customer enters a single place, 20,000 cooks and waiters listen in.

Police Department figures show that 15 per cent of peak hour traffic is on the street between 2 and 7 a.m. This means that of the 300,000 private automobiles equipped with radio—if there is only one person in each car, operated at night, 45,000 persons are listening. Then there are 35,000 radio equipped cabs; 1,000 gasoline stations and garages; 1,500 cigar stores; 2,000 drug stores; all are open throughout the night in New York City proper. The minimum of total listeners is 181,000 persons, not counting the guests, the customers, the factory workers, the professional people and out-of-towners. And since WNEW's "Milkman's Matinee" has no competition, if they listen they must listen to Stan Shaw. Two other local stations tried to cash in on this brand-new market, but Shaw and his "Milkman's Matinee" have so captured the audience they were forced to leave the field clear for WNEW.

Audience response to WNEW's "Milkman's Matinee" is especially unique. The flood of wires forced both Postal Telegraph and Western Union to install automatic ticker receivers. In one year, according to Postal Telegraph alone, Stan Shaw

and his program received 26,453 telegrams, a record even surpassing those received by the President of the United States through that company. This means that the "Matinee" listeners paid almost \$10,000 to request songs. Had they sent penny post cards the cost would have been less than \$300. And these messages came from almost every state in the Union plus Canada, Central America and South America. It is not unusual for the program to receive 500 wires in one single night. Even a casual study of the messages over a period of time reveals a continuous turnover of listeners. New listeners are always being added to the "steady customers."

This is why national and local sponsors have employed the "Milkman's Matinee" to merchandise their products. In the last six months the program has been sold right up to the hilt. The Fischer Baking Co., using ten announcements a night, opened two new branches and 19 new delivery routes, to care for increased business. The Krueger Brewing Co., using nightly announcements over a period of 30 days, reported intensive response and a definite increase in sales. More important than that, in a Ross Federal Research survey, in which 1,000 persons were personally interviewed, 94.12 per cent reported listening to WNEW's "Milkman's Matinee." And this was in answer to the most ticklish question asked in radio surveys—"Can you name any of the products advertised on this program?" The survey was made by an advertising agency on its own account. Resulted in a renewal.

Stan Shaw and his "Milkman's Matinee" have made more than just station history. The WNEW show has made radio history. Numerous stations throughout the country have copied the idea, the technique and even the title; but the WNEW show has remained the byword for everyone who is awake between the hours of 2 and 7 a.m.

The program has definitely proved that the city doesn't sleep. Cigarette firms, brewers, bakers, clothiers, loan establishments and health centers have found WNEW's "Milkman's Matinee" more than worth their while—hence the renewals and the "SRO" on sales.

"Camera Forum" on WHK

Mendel Jones, program director of WHK-WJAY, Cleveland, has scheduled a new WHK educational series to start Monday and continue indefinitely on a weekly basis. Known as the "Camera Forum," the programs will be a half-hour in length and will bring to the microphone photography experts from cities throughout the U. S. Commercial photographic firms have evinced an interest in the series and will send the experts.

A non-commercial program sponsored by the Cleveland Photographic

Society, it will consist of short talks followed by an open question-and-answer forum in which members of the studio audience will be asked to participate.

The talks will begin in simplified form and will be made seasonal insofar as possible. They will start with discussions of small cameras and work up to the more complex in photography—the movie camera. Topics to be considered in the series include home developing, home movies, subject matter in photography, enlarging, and the numerous phases of photography as a hobby.



There Are
6,000,000 Like Him

...BUT HE CAN HEAR

THERE are 6,000,000 hard of hearing children now on the way to adulthood. Some hear 'though their ears may have been affected since birth—others don't. Which group has the better chance for ultimate, useful citizenship?

Teachers, nurses, physicians—all agree that no child should be permitted to struggle with this handicap unassisted. Your child, if his hearing is below normal, deserves the help of a Buck Rogers 25th Century Acousticon, designed especially to appeal to children. Properly fitted, it immediately brings better hearing, guards against serious psychological pitfalls, permits normal hearing at school and normal social relations with adults and other children.

May we send you literature? Or, better still, won't you bring your child to an Acousticon office where we can *prove* the efficiency of the Buck Rogers Acousticon in meeting childhood's hearing problems?

**Buck Rogers 25th CENTURY
ACOUSTICON
DICTOGRAPH
PRODUCTS CO., INC.**



580 Fifth Avenue

New York, N. Y.

Coast-to-Coast

KENNY BAKER, the Jack Benny program vocalist, is being hailed as the newest screen sensation. He scores in the Warner Bros. film, "Mr. Dodds Takes the Air."

The new 20th Century-Fox picture with Rubinoff, Charles Winninger, Tony Martin, Don Ameche, Frances Faye and Louis Prima's orchestra, titled "You Can't Have Everything," also is reported to be one of the season's hits.

Estelle Levy will be the first juvenile to sing "Stardust on the Moon", new song number by Jimmy Rogan, CBS sound effects man, and Emery Deutsch. Little Miss Levy will do the number on the WJZ-NBC-Blue children's program Sunday at 9-10 a.m. under the direction of Milton Cross.

WBNS, Columbus: Brown & Williamson has renewed its contract for an additional 13 weeks, with Bill McKinnon, Dispatch sports writer, continuing his "Sports Review" with four quarter-hour stints a week.... W. I. Orr, director of sales vacationing for two weeks in Canada.... Jack Price, program director, vacationing in Washington.

Central States Broadcasting Co., Omaha, launched its new commentator, John McKay, a west coast newspaperman for more than 20 years, with a heavy advertising campaign in the local press. The display ads carried McKay's picture, some of his history and announcements of his programs. He is doing three programs daily over KOIL at present.

KLO, Ogden, Utah: Douglass Crosby Gourlay, formerly chief announcer at CJOR, Vancouver, B. C., has joined the staff of KLO, the NBC Blue outlet, as an announcer and producer.... Merrill J. Bunnell, advertising manager, planned to the coast for a part business, part pleasure trip, visiting NBC headquarters in both Los Angeles and San Francisco.... Paul R. Heitmeyer, general manager, recently returned from a trip to the northwest; in Portland and Seattle, he conducted auditions for announcers to supplement the KLO staff.

WSIX, Nashville: New programs include "Question and Answer Night" from Princess Theater, half hour.... WSIX has fallen the ways of all radio flesh, having started a street interview program, "Voices of Nashville"; announcers Joe Calloway and Bill Brundige handling interviews.... WSIX has just negotiated for NBC Thesaurus service. They already have McGregor's and Standard.

Robert C. Dyrenforth, who plays the lovable character, Seaman Diggles, in "The Adventures of Ace

RADIO PERSONALITIES

No. 54 in the Series of Who's Who in the Industry

DON E. GILMAN, vice-president in charge of the Western Division of NBC, belongs to Ben Franklin's race—men to whom a printing press, painstakingly worked by hand, unrolled the horizon of a new world. Before his name became important in radio, Gilman was nationally known in advertising and publication work.

Born in Indianapolis, the son of a newspaper man, he worked in a printing shop afternoons while still going to high school, and at night conducted a publishing and printing business with a small job press in his bedroom. At 23 he followed Greeley's advice and went west, working on Pacific Coast newspapers and at the same time studying electrical engineering and business administration. He was superintendent of a group of Scripps-McRae publications when he turned definitely to advertising.

After a distinguished career in the ad field, during which he was president of the Pacific Advertising Clubs Ass'n and vice-president of the Associated Advertising Clubs of the World, Gilman entered radio in 1927 as manager of the NBC western division. Two years later he was appointed vice-president of the corporation.

Gilman was one of the 12 "greatest Californians" selected by leading newspapers and universities for the 1930 Roll of Honor. He was an officer in the World War, and is a pianist of no mean talent, though only a few of his close friends have ever heard him play. His hobbies are chiefly serious—biography, political economy and business administration.



One of California's 12 "greatest"

Williams," claims some kind of a championship in the dialect line. Though many actors boast of being able to do a dozen styles of speech, Dyrenforth lists no less than 23 dialects in his repertoire.

Rocky Mountaineers of WICC, Bridgeport, imitate their announcer-manager, Kenny Rapieff, and vacation for a week.

Jocko Maxwell will salute Lefty Gomez, Yankee southpaw, on his WLTH "Sports Parade" at 6 p.m. Saturday.

WCAE, Pittsburgh: James Murray leaves this week-end for a two-week vacation.... Singstress Nancy Martin returns to her 11:15 a.m. Saturday spot after a week's layoff.

Lyle Flanagan, head of WHO's continuity department, will spend part of his vacation at the Iowa State American Legion convention at Fort Des Moines the week of Aug. 1.

Fred Reed, assistant to J. O. Maland, vice-president of the Central Broadcasting Co., which operates WHO, Des Moines, will motor to Pittsburgh and New Castle, Pa., to visit his mother and friends. He will begin his vacation on Saturday.

James Jewell, dramatic director of

WXYZ, Detroit, and the Michigan Radio Network, is on a three-weeks' vacation. He is spending the first week at the "Lone Ranger" Camp, at Mullet Lake, Michigan, and he is accompanied by the entire cast of "The Children's Theater of the Air". Other vacationers from the WXYZ studios are Al Chance, chief announcer; Roma Davis, former blues singing star with Al Harger and now a member of the studio office staff, and Adolph B. Stoeffler, auditor for the King-Trendle Broadcasting Corp.

Patricia Peck (Marian Crutcher), member of the staff of WDAF, Kansas City, while vacationing in Hollywood, was rushed to the hospital suffering from ptomaine poisoning as the result of eating sandwiches bought at a beach.

KMOX, St. Louis: Jim Alt, sports announcer handling the "Today's Game Replayed" baseball broadcast for Brown & Williamson, will replace Vic Rugh, who resigned to go to WGAR, Cleveland.... George Barton, formerly of WBBM music department, has joined production staff.... Bob Dunham, formerly of KSOO, joined the announcing staff.... Joe Stovall is now doing arrangements for Ben Feld, replacing Mike Zuzenack.... Harry W. Flannery, news commentator, and his bride, the former Ruth Carmody, back from honeymoon.

Fusion Party on WNEW

The City Fusion Party will sponsor a series of non-political broadcasts over WNEW beginning Aug. 4 and weekly thereafter. Broadcasts, to be aired at 8-8:15 p.m., will feature a different speaker each week on subjects of civic importance.

PHILADELPHIA

WHAT's Buddy Bonds, off the air for the past three weeks due to an auto accident, expects to return to his organ console this week.

Sunny Grazer, former cowgirl on the WDAS "S. S. Fun for All" participating show, joins the night life tour de force at Bishop's Chinese Restaurant in Wildwood, N. J.

ORCHESTRAS MUSIC

THE WOR "Music By" series, featuring a different conductor every two weeks, moves under the baton of Bill Parson on Tuesday, 8-8:30 p.m. Parson was formerly musical director of the St. Louis Municipal Opera and of the Capitol Theater in New York. He will be heard Aug. 10.

KOIL, Omaha, is piping Bobby Bowman's music nightly from Chez Paree, East Omaha night club. Arthur Faust is announcing.

Franklyn Vincent's band is broadcasting from Krug Park, Omaha, over WOW, with Announcer John K. Chapel at the mike, before taking off for Indianapolis to join the "Broadway on Parade" stage show booked out of Chicago. The band features Barbara Allen, blonde vocalist.

Harry Hoffman, violinist, will wield the baton for the CBS broadcast at 9 p.m. next Wednesday while Andre Kostelanetz is out west.

Macklin Marrow, young American conductor who recently inaugurated a series of Sunday afternoon "Continental Concerts" at the Hotel Plaza in New York, will conduct the NBC Concert orchestra in the second of a series of special programs over the NBC-Blue Network on Aug. 6 at 6 p.m..

Two complete concerts from the nation's finest summer festival of orchestral music, the Berkshire Symphonic Festival, with Serge Koussevitzky conducting the Boston Symphony Orchestra, will be heard in exclusive programs over NBC. The first, all-Beethoven program, will be broadcast Aug. 5 at 8:30-10:30 p.m. over the NBC-Blue network. The program will be broadcast over the same network on Aug. 12 at 8:30-10:45 p.m.

Carl "Deacon" Moore plays two week return engagement for Doc Perkins at Lake Breeze Pier, Buckeye Lake, O. Opens July 30.

Johnny Hamp opens for CRA at Eastwood Gardens, Detroit, Aug. 2 for a ten-day engagement. Shares billing with Sophie Tucker.

Col. Brinkman of Fontaine Ferry Park, Louisville, signs up with CRA for remainder of season. Johnny Hamp, Mike Riley, Jackie Coogan and Ed McGraw set.

Duke Ellington's CRA tour fast taking shape. Plays week engagement at Palace Theater in Cleveland closing Aug. 12. Plays one nighter in Lexington, Ky., Aug. 13 at Joyland Park and repeats 17th at same spot for colored dance.

Chick Webb and his orchestra have been set by CRA to play a date at the Armory, Asbury Park, N. J. on Aug. 18.

☆ Program Reviews ☆

Doris Fisher

Making her debut as a radio singer this week in the CBS "Metropolitan Parade" on Monday and Wednesday at 9 a.m., Doris Fisher exhibited an unusually pleasing voice and the ability to use it in selling a song. She did exceptionally well with "Where or When" and "Cuban Pete." With musical heritage derived from the fact that she is the daughter of Fred Fisher, the song publisher, the young lady should go places.

Cliff Nazarro

Former vaudeville headliners are still cropping up to score on the radio and be "discovered" again. Among the latest heard is Cliff Nazarro, who injected a batch of laughs on the Al Pearce "Watch the Fun Go By" program over CBS on Wednesday night. Troupers like Nazarro ought to occupy permanent spots on the radio.

Andy Andrews' rendition of a character song on the same program was a very acceptable bit.

Osterman, Price, Et Al

Speaking of the stars of the late vaudeville business, Jack Osterman and Georgie Price are another pair whose presence on the radio would be welcome. Price, heard Sunday night in a WOR "Let's Visit" interview with Dave Driscoll, sounded

as though his Wall Street business has not dulled his voice or showmanship. Incidentally, it's understood he will be doing a WOR series in the fall. Osterman, in a guest shot on "Hammerstein Music Hall" last Wednesday night, demonstrated that he, too, can be turned into a good mike entertainer.

"Your Unseen Friend"

One of the best staged, particularly from the angle of good taste, and most consistently engrossing of the human problem programs is this M. H. H. Joachim presentation over CBS. The show put on last Wednesday evening was made extra enjoyable by the ingenue work of Vivian Smolens, an actress who knows how to make a role live in front of a mike.

Drew Brothers

Heard over WHN via the WLW Line from Cincinnati at 9-9-15 p.m. Tuesday, the Drew Brothers, (Nino, Morton and Ed) presented a 15-minute program of vocals that was well above par. Boys work unusually well together, and their voices blend nicely. Using "Ain't Misbehavin'" as a theme, the boys presented "Good Morning", "Where or When" and "September in the Rain" in excellent fashion. Morton, tenor of the outfit, also doubled as soloist. Boys definitely have what it takes.

Van Cronkhite Buys Out Geo. Roesler Interest

(Continued from Page 1)

ners of Roesler & Howard Inc., original foreign language rep. firm, the operation of which was recently taken over by VCA. This latest deal puts Roesler out of the foreign language field for a reported period of two years. Both Roesler and VCA refused to disclose the purchase price or the terms of the agreement.

John Van Cronkhite said that VCA would immediately launch a foreign language station national campaign among advertisers. He said announcement would be made the first of August as to who would replace Roesler as head of the foreign language station rep. division.

Announcement was also made that the Roesler & Howard offices at 60 East 42nd Street, New York, which were temporarily taken over by VCA, would be closed immediately under terms of the agreement.

VCA had originally planned to open its own New York offices, probably in Radio City, about Sept. 1, and these plans may now be carried out. Firm is understood to be making excellent headway on foreign language accounts, as well as in adding other clients on its news features.

Coming Events

July 26-29: National Association of Music Merchants convention and trade exhibit at the Hotel New Yorker, New York.

Aug. 2: Semi-annual meeting of the American Radio Telegraphers Association, New York.

Aug. 4-5: Stewart-Warner Corp. dis-tinction under auspices of Institution of Radio tributors' convention, Edgewater Beach, Chicago.

Aug. 23: Credit Retailers' Ass'n of America annual convention, Hotel New Yorker, New York.

Sept. 18-27: International Radio-Television Exposition under auspices of S.P.I.R., Palais de Foire, Lyons, France.

Oct. 21-22: American Ass'n of Advertising Agencies Pacific Coast Convention, Hotel Del Monte, Del Monte, Cal.

Nov. 26: Inter-American Radio Conference, Havana.

Dec. 8-12: Eighth Annual International Radio Club Party, Havana.

Feb. 1, 1938: International Telecommunications Conference, arrangements being made by General Manager of Egyptian State Railways, Telegraphs & Telephones, Cairo, Egypt.

April 4-14, 1938: World Radio Convention Engineers (Australia), Sydney, Australia.

... Radio's own daily newspaper modestly presents a series of 100 unsolicited testimonials as to what Radioland thinks of RADIO DAILY.

KFYR

Bismarck, N. D.

"... May we suggest that your newsy RADIO DAILY is a refreshing and invigorating bit of cocktail with which to start the day."

Roy Brant
News Director.

WSPA

Spartanburg, S. C.

"... RADIO DAILY keeps us thoroughly posted about what's going on in the radio field. We find it clever and concise."

S. A. Dixon
Director of Publicity.

ROSCOE W. SEGAR

Portland, Oregon

"... RADIO DAILY is an unusually interesting and easy to read digest of the radio field. May we wish it prolonged success?"

Roscoe W. Segar

... RADIO DAILY is six months old. It is growing fast. It already has the confidence of a great progressive industry. Watch RADIO DAILY.



DON THORNBURGH, CBS v.p. in charge of Pacific Coast, has inaugurated a series of inter-departmental lectures and meetings for discussion of problems which confront the various departments, in an effort to acquaint every employe with the functions of all and the complete operation of CBS.

Thornburgh and John M. Dolph, his assistant, will discuss the complete picture of the "Radio Industry"; Edward Buckalow and Robert Reichenbach will cover "Sales Promotion"; Harry Witt and George Moskovics, "How CBS Sells Radio"; Charles Vanda and Harry Spears, "Programs"; Edythe Todesco and Ben Paley, "Production"; Lud Gluskin and Wilbur Hatch, "Music"; Hal Rorke and Fox Case, "Publicity," and so on through every phase of the business and technical ends of CBS.

KMTR has a new 2:15-2:30 p.m., commercial, daily except Sunday, sponsored by the Oleson Co., nurserymen, and titled, appropriately enough, "Your Own Back Yard."

Freddie Lightner, who was originally signed for one guest appearance with Jane Froman will chalk up his fifth consecutive appearance with the songstress over the NBC-Red Network on Sunday. D'Artega's orchestra, the NBC Tune Twisters and baritone Don Ross as master-of-ceremonies, complete the cast. Lightner is aided by his female foil, Rosella McQueen.

Sammy Cohen, Hollywood movie comedian, who starred in "What Price Glory" and many other motion picture hits, has been placed under contract by the Hollywood office of CRA to head a comedy dance band unit. Sammy will be assisted by Charlie Kaley, romantic singing violinist, as co-director.

Rhine to Write for Bernie

Larry Rhine, script writer, has been signed to work on the Ben Bernie-American Can shows. Deal was made through Herman Bernie.

ONE MINUTE INTERVIEW

FRANK FINNEY

"Some radio programs make such a 'hit' that the public doesn't know what they are advertising. What pleases big executives nearly always fails to 'click' with the masses in radio programs. Big executives belong to the 3% of our population who go through college. Therefore, we unconsciously select advertisements to appeal to the 3%. Radio programs are also selected for their popularity rather than for their power to sell."

STATIONS OF AMERICA

Highlights in the Development of Outstanding U. S. Radio Stations:
No. 55 of a Series

WRBL—Columbus, Ga.

1200 Kilocycles—250 Watts Daytime, 100 Watts Night

J. W. WOODRUFF SR., President

J. W. WOODRUFF JR., Vice-Pres. & Gen. Mgr.

T. DOUG. YOUNGBLOOD, Commercial Manager

WRBL, one of the three stations under the same ownership constituting The Georgia Network, affords a primary coverage of Columbus, the oldest and one of the leading industrial cities of the South.

Established in 1929, WRBL is operated by WRBL Radio Station Inc., from new and modern studios in the heart of the business district of Columbus. The station is now operating with complete High Fidelity 16 hours daily, 6 a.m. to 10 p.m. CST. Complete new equipment was recently installed, including the latest Western Electric transmitter, 210-foot Truscon Vertical Radiator, RCA Turntables and Western Electric Speech Input.

The complete library service of Associated Music Publishers, Inc., is available to clients of WRBL, which is also equipped to handle either vertical or lateral transcriptions, at 78 or 33-1/3 RPM.

In the extensive territory which it reaches, WRBL has the reputation for distinctive service as the station constantly offers its facilities to civic interests. Its Christmas Tree, each Christmas Eve, with free-filled stockings to all children who attend, like its annual community Easter Egg Hunt, are but two of many features for the benefit of Columbus and the immediate vicinity.

A great believer in featuring remote shows, WRBL maintains an active line to Fort Benning, the world's largest Infantry School, broadcasting a daily newscast program as well as special events originating there. Station is likewise very popular in Warm Springs, Ga., the seat of the world-famous resort renowned for its beneficial aid to paralytics.

KANSAS CITY

KMBC's director of national program sales, George E. "Doc" Halley, whose headquarters are in Chicago, is in town for two days in connection with sales meetings being held to outline sales campaigns on "Phenomenon", utilities disk series.

Joe Boan, who teams with Ruth Royal, KCKN musical director, to form the Kuluva Kut-ups, a quarter-hour music program for Kuluva Department Store, is carrying the show by himself during Miss Royal's vacation.

In connection with KXBY's noon Farmers' Hour, Frank Bailey is airing a calendar of coming attractions in local theaters, parks and places of amusement.

Leo Fitzpatrick, vice-president and general manager of WJR, and at one time manager of WDAF, spent a day and a night visiting in Kansas City before going on to Wichita for a vacation with his parents.

Lee Roberts, KCMO dramatic director and member of the announcing staff, has taken a three months' leave of absence, and will join a summer stock company.

Mary Hamam of WDAF office staff is vacationing in the Ozarks. Jim Barrick, assistant to the WDAF commercial representative, H. Gardner Reames, Jr., has left for a three-week vacation in California.

Jim Meyerson, manager of KLZ, Denver, and Gayle V. Grubb, manager of WKY, Oklahoma City, were here last week to confer with their commercial representatives.

SAN FRANCISCO

John Nesbitt's "Passing Parade" show has been set for 52 weeks at 9:15-9:30 p.m. Sundays for Pacific Coast listeners when he switches to Mutual Sept. 12. An earlier show for other ears will be aired at 9:45 p.m. (EST) via WOR, WGN, CKLW. WAAB, and other eastern and mid-western outlets.

KJBS Jottings: Hugh Barrett Dobbs, "Capt. Dobbsie" of the "Dunkers' Club" program, guested Baritone John Charles Thomas recently, when the singer walked in on Hugh one morning after arriving by plane from the East for engagements here... M. A. Sears, announcer-operator, gone to KYOS Merced. No successor named yet... P. G. Houser, formerly Brown-Bigelow ad agency, new account exec.

Armand Girard, NBC baritone booked by the Artists Service to appear on the "Midnight Revue" at Stockton's celebration Aug. 10.

Darrell Donnell, radio ed. of S. F. "Examiner," starts a 5-a-week newscast over NBC's blue Pacific Coast network Aug. 2, with INS flashes.

Effective Sunday, Bennie Walker's amateur show will be heard at 7:15-8:15 p.m. instead of Wednesday at 7:30 p.m. Leon Livingston agency handled the switch.

S. H. Patterson, KGGC's new boss bought a launch equipped with short-wave for remote waterfront pickups.

KSFO has set Sept. 1 for dedication of new transmitter at Islais Creek.

Lee Kolm, KGO technician, celebrating the birth of a boy at his abode.

Walter Baker, NBC H'wood office mgr., drove up here, picked up his school - teacher wife and their



FIBBER McGEE and Molly (Marion and Jim Jordan) are driving a new Cadillac, purchased on their return from Hollywood. Carlton Kelsey, CBS western division music director, is sporting a new La Salle.

Barbara Luddy, First Nighter star, celebrates sixth year in radio this week. Miss Luddy departs for Minneapolis after Friday night's broadcast for four days visit with friends.

Edward Vito, harpist, Frankie Papile, accordionist, both NBC staff members, and Roy Shield, that network's central division music director are golfing in 70's.

Roy Shield, NBC central division music director, takes over direction of the Carnation Contented program beginning next Monday night, while Frank Black, the network's general music director, vacations on his farm near Philadelphia.

Great Voices of the Past

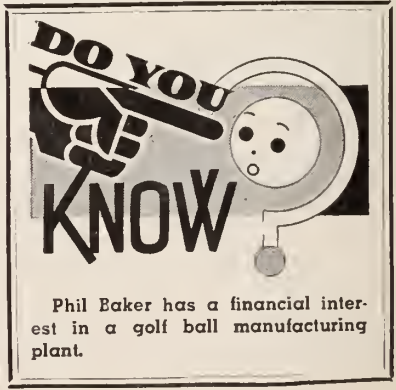
Generations of today who were not privileged to hear some of the world's greatest voices — including those of Enrico Caruso and the late Madame Schumann-Heink—will now be able to do so through a new series of high-fidelity recordings to be aired by WJAY, Cleveland.

Beginning Sunday, the shows will be a half-hour in length and will be made up of new records made in such a manner that they sound absolutely true and lifelike. Voices of the world's greatest vocal artists will be heard against new musical backgrounds, utilized in making the records through a special new process.

daughter, and was off to Rogue River, Ore., for that rest the doc ordered.

Meredith Willson relinquishes the baton of NBC's variety show, "Care-free Carnival" to Jack Meakin for the vacation he'll try and sandwich in between "Show Boat" rehearsals. Back on "Carnival" Aug. 6.

Dorothy Dumont, "scat" vocalist, is the latest addition to the KYA staff. Formerly of an exclusive S. F. supper club, Dorothy is heard thrice weekly with the "Swingtime Duo."





RADIO DAILY

Serving the Better Interests of Commercial Radio and Television



VOL. 2, NO. 21

NEW YORK, N. Y., FRIDAY, JULY 30, 1937

FIVE CENTS

AFM Makes 14 Demands

COAST RECORDING FIRM MARKETING NEW SYSTEM

West Coast Bureau, RADIO DAILY
Los Angeles—Brainerd-Walder Co., manufacturers of radio and recording equipment, is changing its corporate title to General Communication Products Inc., and bringing into the firm Harold H. Hanseth, and S. A. Sollie, as well as several other noted technical men and inventors who hold basic patents involved in a revolutionary method of recording

(Continued on Page 3)

Anti-Goodman Crusade Labels Swing "Libel"

Declaring that "swing music is the greatest libel upon modern civilization that has ever been perpetrated," Arthur Cremin, dean of the New York Schools of Music, which has several branches in New York, and president of the American Creative League of Music Students, has

(Continued on Page 5)

New WTAQ-WHBY Studios Being Dedicated Aug. 15

Green Bay, Wis.—Two days of outstanding programs will be on schedule over WTAQ and WHBY on Aug. 15-16, as visiting dignitaries and staff members celebrate the dedication of the new studios atop the Bellin

(Continued on Page 6)

Weiss Back in L. A.

West Coast Bureau, RADIO DAILY
Los Angeles—Lewis Allen Weiss, g.m. of Don Lee web, is back from his Pacific northwest trip in connection with 11 stations to be added in that territory. Papers in the deals are expected to be signed next week.

Missionary by Air

Seattle — Rev. Dr. Mark A. Mathews, who operates KTW in the First Presbyterian Church here, said to be the oldest church-operated station in the country, plans to establish a new short wave station in the near future.

His intention is to speak to China every morning and evening across the Pacific Ocean.

AFM's 14 DEMANDS

1. No records to be used at any station unless musicians are employed.
2. To have musicians employed at radio stations, such stations must be licensed by the American Federation of Musicians.
3. Radio stations are not to be licensed for the making of records of any kind.
4. Members of the Federation will not be permitted to play for any broadcasting studio if their services are transmitted to a radio station which uses records but does not employ musicians.
5. Only records of licensed manufacturers can be played by members.
6. Members of the Federation can only play for employers who use records which are registered and numbered in accordance with the agreement with the recording or transcription corporations and the Federation.
7. Records which are taken from the air or pilfered in any other way are not to be used under any circumstances.
8. Recordings made in accordance with the rules of the Federation can only be used at radio stations if the same number of musicians are employed at the radio stations which make the records.
9. All contracts with the radio stations made with members of the American Federation of Musicians or trade agreements with locals must contain the conditions under which the Federation permits members to make records.
10. An announcement of a mechanical production must in all cases be clearly made so as to make the public fully aware of same.
11. The Federation is ready and willing to permit transmission of music made by its members to a radio station which employs an orchestra and which in addition thereto uses nothing but records made by licensed recording companies.
12. All contracts made by members of the Federation must contain stipulations in accordance with which records can be made and the stipulations under what conditions the services of studio orchestras may be transmitted to other radio stations.
13. In no jurisdiction of any local of the American Federation of Musicians can members play for an employer in contradiction of any of the above rules.
14. All contracts between members and radio corporations, stations or networks, or trade agreements between members and radio corporations, stations or networks in order to be valid must be approved by the International Executive Board of the American Federation of Musicians, the President of the Federation or any authority designated for that purpose by the Federation. Furthermore, contracts must contain all stipulations under which members of the American Federation of Musicians can make records or render services for radio corporations, stations or networks.

48 Carolina Ball Games On WSOC for Gen. Mills

Charlotte, N. C.—General Mills, on behalf of Wheaties, is sponsoring play-by-play accounts of all the 48 games of the Piedmont League over WSOC here. The Charlotte Hornets are members of the league. Schedule started this week and runs for the remainder of the season, through Sept. 8.

Paul Norris, well-known WSOC-ite, presides at the microphone for

(Continued on Page 8)

Young & Rubicam Adding Personnel on West Coast

With the fall radio season soon to begin, plans, not as yet completed, call for an additional staff of radio production men to be added to the west coast office of the Young & Rubicam agency. This year another

(Continued on Page 2)

Eddy Starts Aug. 8

West Coast Bureau, RADIO DAILY
Los Angeles—Nelson Eddy, signed some time ago for the Chase & Sanborn Hour on NBC-Red joins the cast Aug. 8. Personnel and policy continues as at present.

Increased Radio Budget Is Planned by Sun Oil

Sun Oil Co., currently sponsoring Lowell Thomas on Monday through Friday over a hook-up of 21 stations over the NBC-Blue network at 6:45-7 p.m., plans to increase radio advertising along with other mediums. Spot announcements will be used in Sunoco territories. No station list has yet been released.

MCA Radio Department For Both East and West

With Harold Hackett now on the west coast and not expected back until September, Music Corp. of America is forming a radio department that will operate from both coasts of the country. Plans call for

(Continued on Page 2)

Saratoga Ups Budget

Saratoga Springs—Pleased at the response to its ad campaign last year, Saratoga Racing Ass'n has increased the 1937 budget about 50 per cent, with radio getting a considerable boost. Programs will be fed by WABY, Albany, to WOR, with W A A B, WFIL, WNBX, WSYR, WOKO and WGY also getting announcement series.

Union Reported Adamant on Rules for ET Regulation

American Federation of Labor, in yesterday's continued conference being held by its executive board with broadcasters and electrical transcription and recording manufacturers, submitted a list of 14 demands in connection with the regulation of recordings and other radio activity. Copies of the list of demands, which appears on this page, were handed to some 50 representatives from the major radio chains and manufacturers.

Yesterday's sessions, attended by the largest group to date, were the most important of the week. Acting

(Continued on Page 3)

40-HOUR WEEK, PAY HIKE FOR CBS, NBC ENGINEERS

Two days after the WABC technicians signed with the American Radio Telegraphists Association, CBS negotiated a new contract with the Associated Columbia Broadcast Technicians which represents the engineers in all CBS owned and operated stations except possibly WJSV and WABC. The new contract went into

(Continued on Page 3)

Weed & Co. Establishes Offices on West Coast

Weed & Co., station reps, has established new west coast offices at 111 Sutter St., San Francisco, with Roy Frothingham as manager. Frothingham was formerly with NBC and is a past president of the S. F. Advertising Club. The new offices will cover the entire coast from Seattle to San Diego.

Library Listing

New Haven—As a result of the persistent refusal of local newspapers to publish the local station time-tables, WICC has provided all public libraries with its program schedules for posting on bulletin boards.

Other means of publicizing news about radio programs and talent also are being worked out.



Vol. 2, No. 21 Fri., July 30, 1937 Price 5 Cts.

JOHN W. ALICOATE : : : Publisher

DON CARLE GILLETTE : : : Editor

MARVIN KIRSCH : : : Business Manager

Published daily except Saturdays, Sundays and Holidays at 1501 Broadway, New York, N. Y., by Radio Daily Corp. J. W. Alicote, President and Publisher; Donald M. Mersereau, Treasurer and General Manager; Chester B. Bahn, Vice-President; Charles A. Alicote, Secretary; M. H. Shapiro, Associate Editor. Terms (Post free) United States outside of Greater New York, one year, \$5; foreign, year, \$10. Subscriber should remit with order. Address all communications to RADIO DAILY, 1501 Broadway, New York, N. Y. Phone Wisconsin 7-6336, 7-6337, 7-6338. Cable address: Filmday, New York. Hollywood, Calif.—Ralph Wilk, 6425 Hollywood Blvd. Phone Granite 6607.

Entered as second class matter April 5, 1937, at the postoffice at New York, N. Y., under the act of March 3, 1879.

FINANCIAL

(Thursday, July 29)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Am. Tel. & Tel.	172	171 3/4	172	...
Crosley Radio	19 5/8	19 5/8	19 5/8	- 1/4
Gen. Electric	57 7/8	57	57 7/8	+ 1/4
North American	28 1/8	27 3/4	28 1/8	+ 1/4
RCA Common	9 1/8	9	9	...
RCA First Pfd.	67 1/4	67 1/4	67 1/4	...
RCA \$5 Pfd. B
Stewart Warner	18 3/8	18 3/8	18 3/8	- 1/8
Zenith Radio

NEW YORK CURB EXCHANGE

Hazeltine Corp.
Majestic	3 3/4	3 5/8	3 5/8	- 1/4
Nat. Union Radio	1 3/4	1 3/4	1 3/4	...

OVER THE COUNTER

	Bid	Asked
CBS A	30 1/4	31 1/4
CBS B	30 1/4	31 1/4
Stromberg Carlson	13	15

New 15-Minute Serial Being Readied by Star

Star Radio Programs Inc. is preparing a new feature, "The Adventures of Dexter Randolph," to be released in 15-minute episodes. The program will be a mystery series for late spot airing, with spots for merchandising tie-ins. Only one man will be required for production and the narrator will tell the story as though to a group of friends. Star Radio will syndicate the feature and only one station in a market will be allowed to use it. In its entirety the feature will run approximately 65 scripts embracing five different stories.

Sablon Signed for Recordings

Jean Sablon, NBC's French troubador, has been signed by RCA Victor to make four recordings during the coming year.

MARTIN BLOCK'S "Make-Believe Ballroom"

A WNEW FEATURE
1250 Kc.

10 TO 11 A. M. 6 TO 7:30 P. M.

Uhalt Uses Phones, Posters After Tiff With Newspapers

New Orleans—Unable to agree with local newspapers upon the conditions wanted to publish a special radio supplement, Joe Uhalt, veteran radio man and president of WDSU, turned to a battery of telephones, banners and a contest for the promotion of the NBC-Blue network on full time over his station here starting Aug. 1.

Prior to the WDSU assumption of the Blue wires, WSMB carried both Red and Blue.

Uhalt wanted to get a 16-page tabloid printed. Local newspapers, who are lukewarm to radio, insisted that as each page of the tabloid would be paid for as advertising,

the word advertising appear at the bottom of each column. Uhalt therefore plastered the fronts of street cars with cards announcing the opening of the Blue network here. He placed cloth banners in public places and had sections of Canal street, the main thoroughfare, decorated with American flags and Blue network banners. Probably the high spot was a battery of special telephones with operators who are to call each of the 76,661 telephones in the city and invite their subscribers to listen into the new network. A prize contest is also being conducted with D. H. Holmes, a local department store.

Young & Rubicam Adding Personnel on West Coast

(Continued from Page 1)

of the agency's accounts, Ipana, moves to the coast and will broadcast from that point indefinitely. The Gulf Oil program, also a Young & Rubicam show, will be aired from the coast indefinitely. Reason for both shifts is the movie commitments which must be fulfilled by Fred Allen and Phil Baker, stars of the respective programs. The Packard and Jello broadcasts are permanently situated in Hollywood. It is believed that staff will be hired in New York and either sent to California, or replace men already on the payroll who wish to make the switch.

Phil Harris on Pepper Uppers

Dallas — Two half-hour network programs in one hour will be the record of Phil Harris, orchestra leader, on Sunday when he will be guest star on the Pepper Uppers program over the Dr. Pepper-Dixie Network at 4:30 CST. For the half-hour previously, he must play over CBS from the Pan American Casino. A police escort will be provided for him to make connections with the Pepper Uppers show. Harris will sing a novelty number with Ludi Maisen, Pepper Uppers' own singing star. Jimmie Jefferies, Roy Cowen, Alexander Keese and the Pepper Uppers orchestra and cast will be on the show.

NBC Yacht Cup Contingent

NBC personnel who have been assigned to cover the America's Cup Races off Newport, R. I., beginning tomorrow are: A. A. Schechter, director of news and special events; Jack H. Hartley, assistant director of special events; Bill Stern, George Hicks, Dan Russell, Kenneth Davison, announcers; Arthur Feldman, WBZ special events head; Tom and Bill Haussler, press; and Max Jacobson, Harold Ashworth, Alfred Jackson, Dewey Sturgell, George Butler, Edward Wilbur, C. H. Campbell, Andrew Thomson and D. B. Whittemore, engineers.

MCA Radio Department For Both East and West

(Continued from Page 1)

a complete radio division which will not only book radio shows, but also write, cast and produce them for sponsors. A new Hollywood branch has already been started, and it is expected that by September a complete staff will be functioning from the coast as well as New York. Experienced radio men have been approached to go on payroll as steady MCA production men, and it is believed that with the fall, the radio division will be in full swing.

KFVD Recognizes CIO

West Coast Bureau, RADIO DAILY

Los Angeles—KFVD has recognized American Radio Telegraphists, Local 15, CIO affiliate, as sole bargaining agent for announcers and technicians employed by the station. Agreement signed by J. F. Burke Jr., manager, but wage scale and working conditions in abeyance until return of J. F. Burke Sr., owner of the station, from world cruise in three weeks.

Johnstone Taking in Cup Races

G. W. "Johnny" Johnstone, director of public relations and special features for WOR-Mutual, leaves tonight to "cover" the America's Cup Races in a different capacity. Although available at all times in case of an emergency call from his office, he will be parked aboard a Navy yacht sailing in and around the waters of Newport, R. I., witnessing the races. With radio telegraph apparatus aboard, he assured his chief, Alfred J. McCosker, that he could be reached without a moment's delay. And he calls it his vacation.

Chas. Glenn Hicks Promoted

Charlotte, N. C.—Charles Glenn Hicks Jr. has been promoted to program director of WSOC, succeeding Paul Norris, who is organizing a new department at the station. Purpose of the new division will be divulged later.

COMING and GOING

CLEM MCCARTHY goes to Chicago to cover the Arlington Handicap from Arlington Park, for NBC tomorrow.

HAROLD STRETCH JR. of WHN sales department leaves on an eight-week business trip through the middlewest and east.

GLEN BURRS is visiting New York. RAYMOND PAIGE leaves Hollywood today for his first visit to New York.

JACK R. POPPELE JR. and his wife have left to spend the remainder of summer in Asbury Park.

JOHN McNAMARA, program manager for WBZ, arrives in Boston aboard the Caledonia on Sunday, after having visited Ireland, England, France and other countries on the continent.

JIM DONOVAN is back from his vacation.

TOM FIZDALE, Chicago publicity ace, visiting Boston and surrounding cities on his eastern tour.

FRANK RAND, CBS publicity chief in Chicago, also sojourning in Boston this week.

HAROLD FELLOWS, general manager of WEEL, Boston, is in New York on a business trip.

JAMES CARPENTER of WKBB, Dubuque, Ia., leaves New York today on his return to that city.

JOHN C. TREACY of Star Radio Programs leaves today on a vacation motor trip through northeastern Canada.

DANIEL C. STUDIN of Star Radio spent yesterday in Philadelphia on business.

LOUISE FLOREA left New York yesterday to spend two weeks with her parents in Kansas.

LEW WASSERMAN of the MCA Chicago office is in town for several days.

THE DE MARCOS, who arrived on the Ile de France, is in town for few days.

JACK MARSHARD, Boston society orchestra leader, is in town for few days.

NYRA NASH is being held over for one week at the Great Lakes Exposition in Cleveland, following which she leaves to appear at the Oriental Theater in Chicago starting Aug. 6, booked by Rockwell-O'Keefe.

BILL BAILEY, commercial manager of WHP, Harrisburg, was in New York yesterday.

JAMES MEYERSON of KLZ, Denver, and KVOR, Colorado Springs, is in town.

Hudson-Essex Program Auditioning as Coaster

West Coast Bureau, RADIO DAILY

Los Angeles—Hudson-Essex program now on CBS Pacific Coast net is to be piped East tonight for edification of company executives in Detroit, with possibility of future coast-to-coast release. Present show has Lud Gluskin and orchestra, Virginia Verrill, Clark Ross and Three Hits and a Miss.

Lucy Monroe Held Over

Lucy Monroe will sing two additional concerts with the Philadelphia Orchestra, Alexander Smallens conducting, Aug. 10-11.

KXRO in New Dress

Aberdeen, Wash. — After six months of extensive remodeling and rebuilding, KXRO has been transformed into one of the most modern radio stations on the Pacific Coast. Harry R. Spence is manager of KXRO, one of the oldest stations in point of service in the state of Washington. New equipment includes a 250-watt transmitter, vertical radiator tower and radio laboratory.

LIST OF 14 DEMANDS IS SUBMITTED BY AFM

(Continued from Page 1)

for the various chains were Mark Woods and E. Gardiner Prime, NBC; Lawrence Lowman and Sidney Kaye, CBS; Willet Brown, Don Lee; Julius Seebach, Alfred J. McCosker, Frank Schreiber and Fred Weber, WOR, Mutual; Allen Campbell, Michigan network.

Emanuel Rosenberg, Transamerican; Percy Deutsch, World Broadcasting System; Conquest Alliance; Associated Music Publishers; Standard Radio and others acted in behalf of manufacturers.

Though everyone was reluctant to talk about it, the afternoon session is understood to have been a stormy affair, with the union reported adamant and no progress made toward a solution of the issues. Meetings continue today.

Coast Recording Firm Marketing New System

(Continued from Page 1)

which G. C. P. soon will manufacture and market, according to W. E. Brainerd and Robert B. Walder, heads of the firm.

Present offices and shops on Venice Boulevard, together with the Western Avenue foundry and Bakelite moulding plant, will move within 30 days to new site on Lexington Avenue at Vine St., following which the firm will place their new products on the market and embark on a national selling campaign.

Indicative of the advances being made in this field, a RADIO DAILY representative was shown in construction three "automatic monitor" channels, by means of which the local station of one of the national nets will be enabled to record on an endless loop of film, automatically, everything coming in on a given wave length over a 24-hour period. Another eye-opener was a new dictating machine which records on cellophane. The cellophane is of about the thickness of a good grade of bond paper, but it's cellophane nevertheless, and provides an imperish-

NEW PROGRAMS—IDEAS

Novel Highway Safety Series

A novel and important innovation in highway safety education has been launched by KNX, Los Angeles, co-operating with the California State Highway Patrol and National Guard. Congestion on the highways during Sundays and holidays, increasing fatalities due to carelessness and ignorance of fundamental driving rules, have made an educational campaign of prime importance.

Engineers and executives of KNX, the National Guard and State Highway Patrol have inaugurated a series of ten weekly broadcasts to be made each Sunday at 4:15 p.m., PST. A National Guard plane in two-way radio contact with KNX, flies over some of the more congested highways, reporting all such safety-law infractions as come under its range of vision. These reports are re-broadcast by KNX via leased lines from the National Guard receiving station in Glendale.

At KNX, Chief Cato of the California State Police is in two-way radio contact with Lieutenant J. V. Wallen of the National Guard as he describes the traffic tieups from the plane. The Chief cuts in from time to time and gives corrective information to all motorists having car radios tuned to KNX, thus untangling many tieups as they occur. Stay-at-home listeners find the broadcasts amusing and instructive.

The engineering details of the broadcast series are under the supervision of Division Engineer Bowman and Construction Supervisor Packard of CBS.

Character Analysis Stunt

To the swing music of Tommy Dorsey and his Orchestra on Friday will be added something novel in the way of audience participation shows. Taking its cue from the ever-fascinating game of character analysis that is becoming more popular every day, the new feature will be called "Ask Yourself Another."

Every week a group of five persons, specially invited to lay themselves open to inward analysis, will amuse Dorsey's radio audiences by having their eccentricities and inward souls laid bare by a string of ten questions. These questions, by themselves, appear to mean nothing, but when each subject has marked his answers on a card and the score

is taken, most unusual revelations are made. The questions have been prepared by a prominent psychologist, and are guaranteed to worm their way into a person's secret soul.

Program is aired Fridays at 10 p.m. over NBC-Blue network.

ET Music Programs Dressed Up

KDAL, Duluth, has dressed up a number of its recorded quarter-hour periods with themes and sound effects to give them a program aspect. Change is meeting with considerable favor in KDAL's audience, as indicated by mail and telephone response. One of the quarter-hours uses popular dance music over subdued crowd sound-effect disc to produce impression of orchestra playing in crowded dance-hall. Program is called "Dream Dancers . . . from the Phantom Ballroom of the Air." Another, called "Tin Pan Alley Parade," is dolled up with theme. Idea is to use waxings which feature the artists who composed the numbers played. Program also includes gossip references to the composers.

Lost and Found Program

Following a recent emergency in which a lost 17-year-old girl was speedily found through one announcement over WBT, Charlotte, Program Director Charles Crutchfield has instituted a regular daily 15-minute feature devoted to helping police departments throughout the Carolinas in locating missing persons, stolen autos, etc., and in disseminating other information of help to law enforcement agencies.

News With Sound Effects

News broadcasts and spot bulletins aired by WBZ, Boston, are now done directly from the news room in an effort to make the news as timely as possible and get the very last minute material on the air. The sound of the teletype printers in the background makes the news broadcasts more realistic, too.

C. of C. Retail Series

"Hints to Retail Buyer," consisting of talks by the head of the New Haven Chamber of Commerce retail division, is a new twice-weekly series starting Aug. 2 over WICC, New Haven. Guest musicians and other talent also will be used, in a 5:15 p.m. spot.

Signed by Rockwell-O'Keefe

Benay Venuta and Rose Marie (former Baby Rose Marie) have been signed by Ralph Wonders to Rockwell-O'Keefe contracts for representation.

Ralph Guldahl, open golf champ and Sam Snead runner-up, also have closed a contract for Rockwell-O'Keefe to act as their business representatives for the next year, including motion pictures, theaters and radio as well as exhibition tours. Cork O'Keefe set the deal.

40-HOUR WEEK, PAY HIKE FOR CBS, NBC ENGINEERS

(Continued from Page 1)

effect June 20, and granted wage increases and shorter hours.

At NBC the engineers have been granted a 15 per cent increase, effective Sunday, and the 40-hour week starting date has also been advanced to Aug. 1. About 300 men are affected. Increase amounts to about \$35 a man. The average NBC engineer monthly wage is \$250. NBC agreement was signed with the Association of NBC technicians last Friday.

On the CBS case it is understood that 30 members of the WABC staff and an unknown number of WJSV engineers were parties to the ACBT contract, regardless of the fact that the ARTA is said to represent the majority of the engineers in these stations. CBS contends that the ACBT represents the majority of the 200 CBS technicians employed in CBS owned stations.

Under the new ACBT contract CBS agreed to put the 40-hour week into effect before Aug. 1, instead of Sept. 1, as originally set and all technicians were put on a new salary scale which increased each man's salary approximately 15 per cent. Also understood that these provisions apply to all engineers whether they belong to the ACBT or not.

Early in the summer NBC and CBS signed 40-hour agreements with its technicians which was to go into effect before Sept. 1. The new contracts advances the starting date 30 days.

NBC increase means that the top engineering men, not affected by the present wage increase, will have to be granted salary hikes. Some increases were given out early this month, but another increase is due.

Added to CBS "Shrew"

West Coast Bureau, RADIO DAILY

Los Angeles—William Austin, Charles Brown, Andy Devine, Ernestine de Becker, Robert Fraser and Ethel Mantell, Walter Kingsford, and Conway Tearle as narrator, will appear with Edward G. Robinson and Frieda Inescourt in the CBS "Taming of the Shrew" next Monday night.

BILL JOHNSTONE Says:

"The efficiency of the Telephone-Secretary eliminates that 'where-am-I-due-next' feeling. It's a pleasure knowing there's no slip-ups in shows and rehearsals with this organization in back of you."

NATIONAL RADIO REGISTRY
415 Lexington Ave. at 43rd Street
New York City VAn 3-8157
Telephone-Secretary Doris Sharp

BIRTHDAYS

1	9	3	7
SUN	MON	TUE	WED
4	5	6	7
10	11	12	13
17	18	19	20
21	22	23	24
25	26	27	28
29	30		

Greetings from Radio Daily

July 30

Theo Karle

July 31

Howard White Chester Stratton
Captain Taylor Branson Ann Neil
Robert Griffin Jerry Mann

August 1

Ed Dukoff Alice Frost
Matty Rosen

able record at a cost of less than one cent, which obviates the necessity of "shaving" the record after each recording, as is customary with the old wax cylinder. Combined recording and playback instrument is small and compact, and can be manufactured to sell for one hundred dollars, with the "cellophane loop" capacity being a 10-minute transcription.

These and other marvels of technical advances in recording are the products to be marketed nationally by General Communication Products from its new plant in the very near future.

NEW BUSINESS

Signed by Stations

WHN, New York

Confidential Personal Loan Co., beginning Aug. 2 for 26 weeks, 12 announcements a week, through Alsop Radio Recordings is the agency; I. J. Fox, beginning today for 5 weeks, 36 spot announcements a week, through Schillin Advertising Agency; Gordon & Dilworth, renewal of Marriage Clinic, through Topping & Lloyd.

WJJD, Chicago

Gardner Nursery, Osage, Ia., announcements six days a week, through Northwest Radio Advertising Co., Seattle; Cystex of Kansas City, renewed weekly 15-minute "True Confessions," through Dillon & Kirk agency, Kansas City.

WFBL, Syracuse

Fairbanks-Morse Co. (refrigerators), 13-week series of full-hour American Legion fall outdoor concerts.

WEEL, Boston

I. J. Fox (furs), half-hour show Tuesday nights with Rakov orchestra direct from Fox showrooms, also five-minute disks Sunday nights.

KFVS, Cape Girardeau

Visit St. Louis Committee, seven five-minute periods, through Kelly, Stuhlman & Zahradt Inc., St. Louis.

KFEL, Denver

Crystal Springs Lodge, Allens Park, Colo.; Scottie's Lodge, Deckers, Colo.; Capital Rubber & Tire Co., through the Raymond Keane agency.

WPG, Atlantic City

Fels-Naphtha, Jack Berch and Warnow Orchestra, thrice weekly.

New WCAE Commercials

Pittsburgh—A batch of new commercials is on the books at WCAE. Among them are Jerome Wolk & Co., furriers, weekly song stories; Max Azen (furs), Sunday dance melody program, also another twice weekly series with a girl trio, and Natural Gas, half-hour weekly musical program.

AD AGENCIES

JAMES S. ADAMS was elected executive vice-president of Benton & Bowles Inc. at the annual stockholders' meeting this week. Adams was formerly vice-president and general manager. Chester Bowles continues as chairman of the board and Atherton W. Hobler as president.

NINA PAYNE BOSTWICK has been elected president of the C. A. Bostwick Inc. agency following the death of Charles A. Bostwick, head of the organization. Other officers elected were A. E. Garvey, v.p., and Elizabeth McComb, secretary. Firm will continue to operate from present headquarters at 400 Madison Ave.



● ● ● Bert Wheeler of the Wheeler and Woolsey flicker team will be Jack Haley's successor on "Show Boat" when the latter transfers his personality to the new Log Cabin series....Raymond (Harry Warnow) Scott and his Quintet have been signed for five years by 20th Century-Fox....Milton Berle will do two weeks of vaudeville before returning to the coast....Congress in Chi closed its dining room because of the heat....Irene Wicker, the Singing Lady, will have a Mutual spot on Sundays during the fall and winter in addition to her NBC shows....Lysbeth Hughes left Horace Heidt for 12 weeks to study opera in Europe....Edward H. Weiner has been named public relations counsel (press agent) for the Union News Co....Eddy Duchin rushed in from Chi because his wife presented him with a male songplugger weighing 8¾ lbs. at the Harbor Sanitarium....Jack Bregman will stand up for Belle Baker's songplugging brother, Murray, on Sunday at a private wedding where Matty Rosen booked Barry Wood to sing "Oh Promise Me", which has Jack Robbins burned to a frazzle because the tune isn't in his catalogue!

● ● ● The Colonel from Kentucky (Col. Jack Major from Paducah) is dancing a jig these days....He says: "There's a Paducah boy runnin' this country. Yessir! Alben W. Barkley. He's now telling the Senate what to do, and that's something FDR couldn't do for the past six months....I think they should let Mr. Barkley balance the budget. As a boy, I used to mow his lawn....I would ask a dollar for the job, but by the time Mr. Barkley got through with me—I'd do it for 50 cents....Yessir! He's the man to balance the budget", concludes the astute Col. Major....We have a better candidate for the job, Col....How about the AUDITOR who scrutinizes our "Petty Cash Vouchers" on Mondays?

● ● ● Capt. Frank Hawks, the famous aviator, has secretly filed application with the FCC for a permit to establish a station in Danbury, Conn....Estelle Taylor, lovely lady with a vivacious voice, recorded the Oscar Shaw show....Ramon Novarro will sing on the Vallee hour next month....Vincent Travers is in line for a Biow commercial....Al Roth auditions for Benton & Bowles on Monday....Audree Collins has a bum leg....Nat Faggan is at the Uptown Roseland for a while....Lanny ("—and Lucille") Grey is handling the Alan Courtney show via WNEW....Carlton Ka Dell will wordsling on the W. C. Fields and Hal Kemp shows....Harry von Zell goes off the Gulf show Aug. 8—for two weeks' vacash....Si Steinhauer, radio scribe for the Pitts. Press was in town last week to talk "turkey" with the agencies around....Frank (CRA) Burke is ailing seriously....Thru Al Donahue's letters to Washington, NBC issued an order for the "Star Spangled Banner" to be played by each sign-off band....William Farmer, who has two sign-off shots, wants to know what publisher will pay for an arrangement!

● ● ● Charles Swink, merchandising manager for WHIO, Dayton, O., is an eagle-eyed observer....He noticed that the calendar background used in RADIO DAILY'S birthday greetings each day is that of next October....When this was brought to the attention of the artists who drew it, he said, "All calendars look alike to me".Boy, that feller should get Irv Brecker to write his material!....Soren Munkhof, former Omaha reporter, now a news gatherer for WOW, says that he makes 80 contacts daily, either via phone or personally, to get news for Foster May's News Tower. He says that's more than he made while reporting. Izzat so?

PROMOTION

Pushomobile Derby Hookup

WSOC, in cooperation with several well-known Charlotte business firms, is promoting a "Pushomobile Penny Derby" for local boys between the ages of 11 and 15. Three prizes will be awarded to the winners of the derby. The first prize will consist of 5,000 pennies; second, 2,000 pennies; third 1,000 pennies. Rules of the contest provide that all boys participating must build their own outfits and must not spend more than \$5 on material for their "cars." Application blanks for entrants are available at the station and a daily 15-minute program at 5:15 p.m. features interviews with interested boys, band music, and informal talk about the "Pushomobile Penny Derby" and sponsors of the contest.

Boys are going in for the idea in a big way and it looks like the promotion will be a bang-up success! Elimination races will be held in various sections of the city during the latter part of August, after which the final race will be run between sectional winners. Some of the sectional races and the final races will be broadcast by WSOC through the medium of the station's mobile unit WAAK, and the pack transmitters W4XBT and W4XER.

Program is the Thing

In the mails is an attractive four-page folder—"How Important Is the Program"—issued by Transamerican Broadcasting & Television Corp. in the interest of agencies, advertisers and stations, the source to which it has been forwarded.

Reproduced on the back cover is a reprint of a succinct, yet highly important and interesting article by John L. Clark, president of Transamerican, titled "Programs—Not Time—Is the Thing," which clearly points out and emphasizes the danger of radio mortality.

GUEST-ING

JESSE BLOCK and EVE SULLY, on Benny Goodman show, Aug. 10 (CBS, 9:30 p.m.)

MOLLY PICON, BERT LYNN and JOE WONG, on "Fox Professional Hour," tonight (WMCA, 9:30 p.m.)

EMERY DEUTSCH, on Walter King's "Song Contest," Aug. 4 (WINS, 2 p.m.)

MITZI GREEN, on Benny Davis "Stardust Revue," Aug. 1 (WOR-Mutual, 10:30 p.m.)

CONNIE BOSWELL, on the Ken Murray show Aug. 4 (CBS, 8:30 p.m.)

JAY C. FLIPPEN, RAFAEL, BEATRICE KAY, and ED SMALLE'S 7 G's on Gulf show, Aug. 8 (CBS, 7:30 p.m.)

CLYDE BARRIE on "Hammerstein's Music Hall," Aug. 13 (CBS, 8 p.m.)

DENNIS KING, on "Hit Parade," Aug. 18 (NBC, Red, 10 p.m.)

HOWARD PHILLIPS, on "Hammerstein's Music Hall" Sept. 24 (CBS, 8 p.m.).



FRANK PURKETT, Associated Cinema Studio g.m., wants the world to know that the forthcoming "Lady of Millions" transcription series, with May Robson in the title role, is strictly an Associated Cinema production in its entirety. Was written and produced by his organization and sold to Bauer & Black through Blackett-Sample-Hummert. Miss Robson is en route from New York to California on the Santa Paula, due Aug. 2, and recordings will start within a few days thereafter.

Lloyd Mack, following audition for an announcing berth at KNX, carried off the tryout script. Arriving home he found a call to report at NBC for a similar workout, with a warning "bring your own script." He did... and NBC officials were treated to a series of swell build-ups for CBS sustainers.

John Boylan set on continuities at KFI. Formerly assistant production manager at WGN, Chicago.

Mel Noe, late of KHJ, added to engineering staff at KNX.

Chase Varney, author of the popular "Sunday Players" series released by Mertens & Price, Inc., and who lives in Colorado Springs, is vacationing in Southern California.

Television Bob Collier has exclusive radio rights to the Edgar Rice Burroughs' classic, "Tarzan," and two important commercial deals for network release of a new series of "Adventures of Tarzan" are on the fire and sizzling.

"Hec" Chevigny has signed a long-term contract to do scripts for Associated Cinema exclusively.

KFAC has the radio variant of a ship news reporter in coverage of departure of American Airliners from Grand Central at 4:15 daily. Bob Swan is the reporter.

Georgia Neff added to Hal Rorke's publicity staff at CBS.

Tom Revere of Benton & Bowles is here to iron out details on additional B. & B. shows which shift to Hollywood origination this fall. Understood that "Gang Busters" will migrate West, since M-G-M bought picture rights and services of Phillips Lord as collaborator on script and Lord must necessarily come here for that chore. Another Benton & Bowles show on the Hollywood list for fall is Jack Haley's new Log Cabin Syrup frolic.

Don Ameche and Dorothy Lamour will do scenes from "You Can't Have Everything," 20th Century-Fox, on Chase & Sanborn hour next Sunday.

Radio Features Service Inc., is moving from present quarters on the fifth floor of the Taft Building to a larger suite on the fourth with double the floor space. Also adding several much-needed phone trunks to care for added business stirred up by Irving Parker since he became v-p and g.m. of the Earle Ferris organization. Present staff includes Frank Healey,

RADIO PERSONALITIES

No. 55 in the Series of Who's Who in the Industry

DONALD W. THORNBURGH, vice-president CBS, is a born executive. Even during the World War, the United States Army recognized his qualities of leadership and knowledge of human nature by making him a Captain of the Field Artillery.



Sales promotion ability attracted attention...

broker of building specialty kitchen equipment.

In the early part of 1930, Thornburgh gave up his business to join Cosmos Broadcasting Co. in Chicago, but ten months later, his reputation as an outstanding sales promotion manager attracted the attention of CBS and in April, 1931, he went to work for the network.

Several years later, he was made assistant manager to Leslie Atlas, western manager of Columbia, and in July of 1936 was sent to California as vice-president in charge of the Pacific Coast.

His extensive duties leave him little time to enjoy his hobbies of golf and badminton. He enjoys the theater and opera but does not profess to be a great devotee of the arts. He is married and has a 12-year-old daughter.

Thornburgh was born in Indianapolis on Jan. 26, 1894. He received his early education there and majored in economics at the University of Indiana, from which he was graduated in 1915.

From the time that he left school, until 1917, he was sales promotion manager of a manufacturing concern. During that year he enlisted with the army and was sent overseas. After his return to the U. S., Thornburgh became sales manager of the Wasmuth-Endicott Co., large kitchen equipment manufacturing concern. He later received the added post of advertising manager and then became vice-president of the company. He remained with this organization until 1929, when he went to Chicago to establish his own business as a

until recently with NBC in New York, "Bobby" Woodburn, Connie Vance and Wolfine Zuckerman, all grinding out reams of good copy for KHJ, KFWB and the Ferris clients.

Rush Hughes back from his Honolulu vacation to resume his NBC chores.

Chet Mason, well known feature sports writer, added to the KNX-CBS announcing staff as special sports announcer.

Andy Devine proves his versatility by jumping from his Deputy Sheriff's role with Jack Benny to the part of Grumio in "Taming of the Shrew" on CBS.

KMPC has set a new 30-minute sustainer, "Romance of Song", for Monday, Wednesday and Friday, 6:15-6:30 p.m., utilizing the services of new staff artists, Betty Campbell, 18-year-old soprano, and John Lambert, baritone, together with assorted talent from audition files.

"Cap" Risley is now conducting his one man safety campaign, decrying the careless driving of nitwit motorists, over KHJ Don Lee, Thursday, 7:15 a.m.

Dion Romandy is pinch-hitting for Raymond Paige while the maestro takes a first gander at New York.

Mutual will release Carthay Circle theater premiere of Paramount's operetta, "High, Wide and Handsome," coast-to-coast from KHJ on Aug. 12 at 8:30-9 PST.

Morris Ankrum, stage veteran but unknown to radio, clicked so definitely in the CBS presentation of Julius Caesar that Brewster Morgan, producer, has signed him for remaining schedule of Shakespearean cycle, and already cast him as Edgar in "King Lear."

Anti-Goodman Crusade Labels Swing "Libel"

(Continued from Page 1)

launched a crusade against Benny Goodman, swing king.

"Swing is atavistic and finds its beginnings in the dark jungle of the early savage," says Cremin. "Music has three outstanding qualities, melody, harmony and rhythm. Swing uses only one of these—rhythm and oftentimes distorts this beyond the point of recognition."

"Perhaps the foremost progenitor of swing music is Benny Goodman. An organization has been started on the coast, I am told, called the Society for the Suppression of Swing."

"All true music lovers should belong to such an enterprise. For swing threatens to poison the minds of the growing generation, and adulterate any appreciation they might have of the great music of the classics."

"This is not an indictment of jazz which is music written to suit the popular fancy. Swing is not jazz. It is a horrible caricature of Tin Pan Alley's product."

"We are taking immediate steps to organize a unit of the Society for the Suppression of Swing at the New York Schools of Music. We appeal to all who are anxious to preserve really worth-while music to join us in this fight against Benny Goodman and others of his kind."

Vass Family on "Barn Dance"

"National Barn Dance," which broadcasts regularly from Chicago, will pick up the music of the Vass Family from New York as part of its program tomorrow night at 9 over NBC-Blue.



AUTHOR Arch Oboler back in town from Mamaroneck, N. Y., where he and the missus have been living for the past few months while Oboler toiled on a play, in addition to his regular stint on the NBC "Lights Out" dramas and the Irene Rich grape juice episodes.

Actor Henry Saxe of "Mary Martin" cast is off for vacation at Rhineland, Wis.

Father of Frances Clark of NBC press department died Tuesday night.

Al Williamson, NBC Chicago press chief, bought himself a shiny new rod and reel and other fishing equipment at beginning of summer. All this so far has netted him exactly no fish in several attempts.

Actress Alice Hill off for three-week cruise from New York to Los Angeles via Panama Canal next Monday.

CBS Mikeman Paul Dowty is driving to Quebec, New York and Boston next week.

The Revenge, sloop owned jointly by Blair Walliser, WGN production chief, and Actor Ken Griffin, was the only boat to complete the Chicago-Mackinac race, held this year in a 60-mile gale. Both Walliser and Griffin were in the crew during the race, as was Don Pontius of Mutual.

Harry Kopf, NBC Chicago salesman on the Procter & Gamble account, has joined Charlie Phelps, former Chicago night manager for that web and now member of its New York sales staff, in another European vacation.

Judge Sykes to Speak

Judge Eugene O. Sykes, acting FCC chairman, will speak from Washington over NBC on Sunday in the dedication ceremonies honoring the 10 southern additions to the NBC-Blue network. Newly added stations are WAGA, WSGN, WMPs, WROL, WJBO, WDSU, KFDM, KXYZ, KRIS and KRVG.

Entertainers from New York, Chicago and San Francisco will participate in the program, to be aired at 11:15-12:15 Sunday night.

Dedicate Rogers Shrine Sept. 6

Colorado Springs, Colo.—Dedication services for the Will Rogers Shrine of the Sun on Cheyenne mountain are to be held on Labor Day, following a three-day rodeo here.

Patti Chapin Re-Signed

Patti Chapin, CBS singer, has been re-signed to a new contract by Columbia Artists Inc.

Lucy Grant in Symphonettes

Lucy Grant has replaced Marion Jernigan in the Symphonettes, girl trio under management of the Columbia Artists.

STATION-STUDIO
and
TRANSMITTER

EQUIPMENT

NEW DEVICES
and
IMPROVEMENTS

Latest Technical Developments and Activities in Radio and Television

Candid Microphone Used At the Hollywood Bowl

West Coast Bureau, RADIO DAILY

Los Angeles—KMPC is exploiting a "Candid Microphone" in connection with the broadcasting of Hollywood Bowl symphony rehearsals. Conductor and orchestra personnel is supposedly unaware of the planted mike and everything but the music guaranteed strictly ad lib. Adaptation of the candid camera craze is credited to Van Newkirk, program director, and Leo Tyson, general manager, and will be used at Bowl rehearsals each Tuesday morning throughout the season, 10:30-11.

441-Line Tele in Germany

Berlin — The German Radio and Television Show, to be opened in August, will witness the installation of new 441-line television transmitters, which will supersede the 180-line transmission still in use here. It is expected that by the end of this year, all German television operations will employ the 441-line system. The outlines of pictures televised are said to be much more clearly defined and flickering is almost completely eliminated by the new system.

New Oscillographer

A new cathode ray oscillographer, employing a type 54-XH Du Mont cathode ray tube, has been developed by the Allen B. Du Mont laboratories of Montclair, N. J. The equipment is fully described and illustrated in a new booklet just issued by Du Mont.

180-Page Radio Set Catalog

Wholesale Radio Service Co. Inc. has issued a new 1938 Winter Catalog No. 69 of 180 pages. Receiving sets, amplifiers and sound systems are included.

Bill Rule Editing Mag

Boston—Bill Rule of WEET's engineering staff is the editor, pro tem, of CBS' technical magazine, "Under Control."

WTAR 1,000 Watts

Norfolk—WTAR is now operating on 1,000 watts full time. Station has just put into operation its new antenna system, which is directional during the night hours and non-directional in daytime.

Station Improvements

Albany — WOKO has applied for a construction permit to install new transmitting equipment.

Springfield, Mass.—WMAS has applied for a construction permit to install new transmitter, erect a vertical antenna and move transmitter to West Street and studio to 1757 Main Street.

Greenville, Texas — Fred Horton, president of KGV, has applied for modification of construction permit for a new station, requesting changes in automatic frequency control equipment and move of transmitter to Wesley College Campus.

Clay Center, Neb.—KMMJ has applied for authority to install automatic frequency control.

Abilene, Kan.—KFBI has applied for construction permit to install a new transmitter and vertical antenna, moving transmitter and studio to new site in Wichita.

Jackson, Miss.—WHFF has applied for CP to change antenna, move studio and transmitter.

Little Rock, Ark.—KLRA has applied for CP to install directional antenna.

Jefferson City, Mo.—KWOS has

been granted FCC authority to install automatic frequency control.

Lansing—License to cover construction permit for a new transmitter has been asked by WJIM from the FCC.

Norfolk—WTAR has applied for CP license for changes in auxiliary equipment, increase in power, use of directional antenna and move of auxiliary transmitter.

El Paso—KTSM has made application for CP covering change of frequency to 1350, new transmitter, changes in antenna, boost in power to 500 watts day, move of transmitter and change of hours of operation to unlimited.

Virginia, Minn.—WHLB has applied for CP license covering changes in equipment and power boost.

St. Paul—License has been asked from the FCC covering construction permit for equipment changes at KSTP.

Walla Walla, Wash.—KUJ has applied for CP to make changes in equipment and increase power to 250 watts day.

Aberdeen, Wash.—KXRO is seeking FCC license to cover CP for changes in equipment, increase in day power and move of transmitter.

CBS West Coast Notes

West Coast Bureau, RADIO DAILY

Los Angeles—Les Bowman, west coast engineering head, and Alden C. Packard, chief of maintenance and construction, have just gotten a new and interesting airplane-to-studio two-way broadcast series started. The plane's observer reports highway traffic violations to chief of highway patrol in studio, who then cuts in and gives the violators the low-down on the laws, etc.

Harry Spears, audio supervisor, is vacationing in New York.

Paul O'Hara is making out work-schedules in Harry Spears' absence. Looks more worried every day.

Bruce Piersall and Associate Campbell are still having weekly (not weakly) headaches on the "Your Witness" broadcast Wednesday

nights. Been using ten mikes for past two weeks, all concealed from the audience. Usually concealed from Piersall and Campbell. Use a Romler 3-channel amplifier-mixer set up in front row of house, feeding into a single mixing pot, in the main 8-channel E.R.P.I. outfit in the booth on the stage. Campbell handles Remler, using head-fones. Piersall gets along more or less "blind" in the booth.

Several new faces at KNX now. Harold Peery, former chief of Don Lee System; Ted Denton, also ex-KHJ. Al Cormack, ex-KFRC chief, has been at KNX as traffic manager for some time. Russel Stanton, ex-KEHE, is at the KNX transmitter. Became proud father of baby girl recently.

Joe Cohen is doing portable mixing

New WTAQ-WHBY Studios Being Dedicated Aug. 15

(Continued from Page 1)

Building. The penthouse studios have been completely redecorated, new furniture and fixtures have been installed, and a new control room with new equipment has been built. New offices for the commercial, program and press relations department, as well as offices for The Radio Beacon, weekly radio publication, have been outfitted on the top floor of the same building so that the entire set-up is modern in every respect.

Festivities start at 1 o'clock in the afternoon on Aug. 15 and throughout the day dedicatory programs running through the cycle of dance bands, military bands, vocalists and instrumentalists, will be on the air over either one or the other station. On Aug. 16, each member of the staff of the two stations will be interviewed in their various offices and will describe the workings of their departments.

New Studios for WMAS Ready About Sept. 1

Springfield, Mass.—WMAS will occupy new studios in the Hotel Charles as soon as they can be prepared, probably about Sept. 1, Albert W. Marlin, manager, announces. The station's lease at the Hotel Stonehaven expires on that date. Rooms on the fourth floor of the Charles are now being adapted to the station's use. There will be three studios, one of them large enough for ensembles.

New Mobile Unit at KFVS

Cape Girardeau, Mo.—The new Mobile Unit of KFVS is creating a great deal of favorable comment in southeast Missouri and southern Illinois. Unit is housed in a 1937 V-8 closed truck of pure white color with gold leaf call letters of KFVS, Cape Girardeau, and KAGM, mobile unit of this station.

work on the General Mills show, called "Hollywood In Person." Gets to contact the studio boys and see how the movies are made.

CHARLES ROSS, Inc.

Formerly Motion Picture Lighting and

Equipment Corp.

WE FURNISH

Electrical Lighting Equipment

of Any Kind

FOR RADIO STATIONS

244-250 WEST 49th STREET

New York City Tel. Circle 6-5470-1

ORCHESTRAS - MUSIC

BILL STOKER, who has been featured with Kay Kyser, now is heard on WELI, New Haven, as a missionary for the Eastern States Mission (Mormon Church).

CRA is setting dates on Don Redman and his orchestra. They play an engagement at New Brunswick, N. J., Aug. 14 and at Krueger's Auditorium, Newark, N. J., Sept. 4.

Jack Sherr and his orchestra, currently at the Hotel St. Moritz, New York, will double into the Merry-Go-Round, Atlantic Beach, Long Island.

Eddie Duchin is doing nicely following the birth of a boy to Mrs. Duchin in the Harbor Hospital, New York. Eddie has been doing duty with his ork out in Chicago.

The New York office of CRA has booked Jackie Coogan and the Movie-land Hit Parade unit to play four days in Charlotte and vicinity Aug. 23-26.

Charles Costello and his Town Troubadours have been booked by Milton Roemer of CRA for a six-week engagement at the French Casino in New York, starting about Aug. 19.

The WELI (New Haven) Rhythm Club will expand to a half hour on Monday evenings at 7:30, with Jimmy Youd, pianist, and Carl Graf, violinist, in charge.

Jess Hawkins set to open at Lou Passerello's New Penn Club in Library, Pa., for CRA, following Don Bestor. Contract calls for six weeks, opening Aug. 13.

☆ F. C. C. ☆ ACTIVITIES

APPLICATIONS RECEIVED

Jansky & Bailey, Washington. CP for new high frequency station. 403000, 87000. 112-000, 174000, 224000 kc., 5 KW.

WDRC, Inc., Hartford, Conn. CP for new high frequency station. 40300, 88500, 109000, 177000, 218000 kc., 1 KW.

King-Trendle Broadcasting Corp., Detroit. Extension of authority to transmit programs from WXYZ to Canadian Broadcasting Corp.

KVOX, Moorhead, Minn. Mod. of CP to change power to 100 watts, 250 watts LS., unlimited.

W. A. Barnette, Greenwood, S. C. CP for new station. 1370 kc., 250 watts, daytime.

Hollenbeck Heights Christian Church, Los Angeles. CP for new station. 1170 kc., 100 watts, limited.

W. H. Kindig, Hollywood. CP for new station. 710 kc., 500 watts, limited.

APPLICATIONS RETURNED

Times Printing Co., Chattanooga. CP for new station. 1120 kc., 500 watts, 1 KW. LS., unlimited.

Woodmen of the World Life Insurance Co., Omaha. CP for new low frequency station, frequencies not specified, 100 watts.

EXAMINER'S RECOMMENDATION

Young People's Ass'n for the Propagation of the Gospel, Shark River Bay, N. J. CP for new station. 640 kc., 5 KW., daytime, be dismissed.

Jimmie Brierly, singer with Paul Whiteman's orchestra, currently playing for Casa Manana Revue at Fort Worth Frontier Fiesta, began his three sustaining weekly programs over WBAP on Wednesday.

Howard Baum's orchestra, with Freda Lazier doing the vocals, starts a new half-hour commercial on WCAE, Pittsburgh, Monday night at 7:30-8. Baum succeeded Will Roland as conductor of the orchestra which played for dancers at the Hotel Schenley, after Roland gave up the baton to go into the band booking business.

Glen Gray and his Casa Loma orchestra cut six records for Decca last week on the West Coast. Boys due to play one-nighters up the Coast before heading East.

Marvin E. Mueller, KMOX announcer, Robert L. Scharff and Winfield Homer have written a song which is included in this week's St. Louis Municipal Opera presentation, "The Prince of Pilsen." The title of the song is "Lucky" and it will be interpolated in the score where "boy meets girl." The music for the number was composed by Homer, and the lyrics written by Mueller and Scharff.

Bobby Grayson goes into the Wil-lows in Pittsburgh for two weeks, starting Aug. 6.

Woody Herman and his orchestra open for one week in Brighton Beach on Aug. 8. During their engagement there they will record, for Decca, four songs from Bing Crosby's picture, "Double Or Nothing". Songs are "Stardust On The Moon", "Lady From Fifth Avenue", "Do You Or Don't You Care" and "Double Or Nothing". Handled by Rockwell-O'Keefe.

Glenn Miller and his orchestra have been held over for the second time in the Blue Room of the Roosevelt Hotel, New Orleans. Originally booked for four weeks and staying ten. Handled by Rockwell-O'Keefe Inc.

Little Jack Little and combine booked for the Atlantic City Steel Pier, Aug. 2-5, followed by Emerson Gill and Shep Fields for periods of one week each. Set by MCA.

Tommy Dorsey and his ork set by MCA for a special CBS-BBC broadcast on Aug. 26, 6:30-7 p.m.

Dick Gasparre and his orchestra dated for Palmer House Aug. 5 for indefinite period. Set by MCA Chi office.

Horace Heidt closes at the Biltmore tonight and returns in October. Bernie Cummins takes over the spot on Aug. 7. Set by MCA.

Count Bassie and his orchestra set by MCA for three CBS coast to coast periods in August.

... Radio's own daily newspaper modestly presents a series of 100 unsolicited testimonials as to what Radioland thinks of RADIO DAILY.

WESTERN ELECTRIC CO.

Los Angeles, Calif.

"... RADIO DAILY has struck my fancy, and I want you to know that I think it is the really completely informative daily newspaper."

Billy Leyser

Director of Public Relations.

WSPD

Toledo, Ohio

"... We look forward to each release of RADIO DAILY and hope your publication will receive the recognition it so honestly deserves."

Russell Gobring

Program Director

PACIFIC AUDIT & RESEARCH CO.

Berkeley, Calif.

"... Let me personally express my good wishes on your publication and commend you on your handling of radio news."

James Wellman

Night Supervisor

... RADIO DAILY is six months old. It is growing fast. It already has the confidence of a great progressive industry. Watch RADIO DAILY.

BOSTON

Serge Koussevitzky, conductor of Boston Symphony Orchestra, has returned with his wife from a two-month vacation abroad.

Frank Gow, now with Columbia's sound effects department, back in town paying a visit to the old gang at the WEEI studios.

WCOP will cover the Hearst Outboard Racing Regatta to be held in the Charles River Basin on Aug. 7-8.

Bill Williams, WBZ's sportscaster, will interview on one night a week a Boston sports writer or columnist.

Gordon Swan at WBZ being congratulated for the splendid job he did as program manager while John McNamara was vacationing in Europe.

"Fashion Review of the Air" by Caroline Cabot sponsored by Chandler & Co., department store, returns to WEEI first week in September.

John Buttrick of the WEEI control force has taken a cottage out in Melrose Highlands.

Keyes Perrin, recently married WBZ announcer, is bringing his wife on from Albany.

Dorothy Drake of the WEEI sales force and Alice Russell, studio hostess, off to Montreal for a week.

Fred Cole of WBZ-WBZA sales promotional staff is recuperating from a recent illness at his summer home on Cape Cod. Fred is away on a leave of absence.

Bill Elliot, WEEI's "Singing Cop," has gone to New York for several commercial auditions.

Van Kirk of the old Boston radio team of "Ronnie and Van" is back here after many months in Europe with the "Music Hall Boys." They go from here to New York, then Philadelphia, winding up at the Mount Royal in Montreal and then back to Europe.

Rockwell-O'Keefe Outing

Cork O'Keefe is setting up a weekend for the personnel of the Rockwell-O'Keefe office, whereby they will have a golf tournament at the exclusive Buckwood Inn at Shawnee on the Delaware, popularly known as Shawnee Country Club, which is fast becoming the rendezvous for prominent figures in the radio field.

Norvo, Mildred Bailey on WHN

Red Norvo's orchestra and Mildred Bailey, blues singer, will be heard over WHN on Sundays and Tuesdays starting this Sunday at 12:30-1 a.m. Program originates at WLW.

ONE MINUTE INTERVIEW

MORT LEWIS

"There should be one boss on the program. There is one well known program that has six or seven bosses. The rehearsal is a mad house and the script writers don't know whom they have to please. They get four or five different suggestions for the week's script, each one contradicting the other."

★ Coast-to-Coast ★

MORE than 25,000 persons attended the tenth anniversary celebration of WTMJ at the station's transmitter. The homecoming of Louis Roen and Don McNeill of NBC, Merle Blackburn of WCFL, Chicago, and Johnny Olson, now with a Chicago advertising agency, all former WTMJ staff members, were features of the broadcast. The regular staff, including Russ Winnie, Bob Heiss, George Comte, Claude Kirchner and Doc Williams, announcers; Myrtle Spangenberg, Carla Pestalozzi, Allen Timm, Paul Skinner, Edwyn Pfister, singers, and the WTMJ mixed choir and male choir and male octet, also were on hand.

Kenneth F. Schmitt, program director of WIBA, Madison, Wis., has lost his father.

WSYR, Syracuse, and WHAM, Rochester, will be linked for a broadcast Aug. 18 of the ceremonies attending the installation of the Rev. Walter A. Foery, former Rochester parish priest, as fifth Bishop of Syracuse. WSYR also will carry the consecration services Sept. 1, when Cardinal Hayes of New York will be present.

Coleman Willson, WSYR announcer, has accepted a similar position with WGR, Buffalo. He leaves Aug. 1.

Victor Miller, composer-pianist, has two new weekly programs over WSYR, Syracuse, titled "Meet the Composer" and "Moods and Modulations."

Jack Bennett is now offering autographed recordings to listeners of the WINS "Noon Day Frolic."

The "Old Hay Wagon" with all the Hayriders, a regular weekly feature over KFVS, Cape Girardeau, Mo., will appear at Bardwell, Ky. tomorrow.

First attempt to present the play "Outward Bound" on the air will be made in the Sealtest show this Sunday at 10 p.m. over the NBC-Red network when Frances Farmer does a scene from the Sutton Vane drama. Alan Hewitt will appear in the role played by Leslie Howard on stage and screen.

Transradio has two American fashion experts now in Paris to cover the new fall styles. One is Nancy Turner of WFBR, Baltimore, and the other is Elizabeth Ambrose of Saks Fifth Ave. Their daily cables will be part of Transradio service.

WBRY, Waterbury: Mabel Hinton, continuity chief, vacationing at Holyoke . . . Walter Osborne Howard, announcer, Cape Cod-ing.

Programs That Have Made Station History

No. 18—WOR's Uncle Don

IN November, 1928, almost nine years ago, Uncle Don took the air—the WOR channel—and greeted his listeners with "Hello nephews, nieces mine!" It was the beginning of one of the most successful children's hour on the radio.

Since Uncle Don made his first broadcast, many of his little listeners have grown up—almost a whole generation has become young men and women. These are the same tots who heard, annually, Uncle Don's birthday congratulations over their radios (a feature of his program) and looked anxiously behind the radio for presents their parents had notified Uncle Don would be there.

His psychology has probably done more to maintain good behavior between baby brother and kid sister than any amount of study of the social sciences.

Six evenings a week the Uncle Don Club holds sway over the juvenile populace, and on Sunday he reads the comics. His total time on the air to date adds up to more than 119,000 minutes or 1,990 hours. He has presided over some 3,160 broadcasts and

hasn't missed one yet because he dislikes to disappoint his waiting listeners. The Club reaches 1,500,000 children plus mothers and fathers who are the purchasers of the sponsors' products.

Uncle Don averages six sponsors at a time and to date more than 70 sponsors have enlisted his aid as an ideal medium to plug their wares. The tremendous mail response from the WOR audience is evident by the perpetual barrage of mail which averages more than 1,000 letters daily. WOR has broadcast 82 per cent of his programs, with other stations capturing the remaining percentage.

The perennial master of ceremonies is versatile in his radio thespian accomplishments and is noted for his ability to assume roles of the newspaper comic characters. As actor, writer or director at one time or another he has been connected with "Friendship Town," "Let's Dance," "Eveready Hour," "Crockett Family," "La Palina Hour," "Show Boat," "True Story," "Main Street Sketches," "Death Valley Days" and the "Mobile Hour."

ST. LOUIS

John Conrad of KWK is taking a mailman's vacation, writing his "Radio Gossip" column and mailing it into the station for distribution while he's away.

Graham, Tevis, KMOX chief engineer, enjoyed the fishing in the Ozarks but brought back only stories.

Ruth Raye, blonde singer, is a recent addition to the WEW staff.

KWK now signs on at 6:30 a.m. instead of 5:30.

Helen Grogan of KWK's program department is in Michigan for two weeks, while Tom Daily of the announcing staff is visiting the folks in Alabama.

48 Carolina Ball Games On WSOC for Gen. Mills

(Continued from Page 1)

the games and he is assisted by Joe McCluskey, a newcomer to the air-planes, having just recently made a successful sports audition with the station. Home games will be broadcast from the field through the remote control facilities of WSOC while the out-of-town games will be re-created play-by-play in the studio from direct wire reports.

WSOC will have baseball on the air every evening, from after the last scheduled NBC commercial until the games are finished, even though the playing continues past the normal sign off time, midnight.

Brad Robinson and Jim Kelly of the Knox-Reeves Advertising Agency came to Charlotte for the auditions of Norris and McCluskey and liberally acclaimed the boys for their ability and style in presenting the games to the radio audience. Brad Robinson was all-American end from the University of Minnesota in 1933.

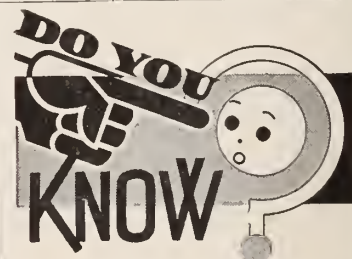
Vocalists with Broekman

West Coast Bureau, RADIO DAILY

Los Angeles—Jo Stafford, torch singer, and Michael Loring, baritone, will appear with David Broekman in his new "Satin-Smooth Swing" series which starts tomorrow at 8:30-9 p.m. EDST over Mutual network. Program originates at KHJ here.

Dates for Barrymore Plays

The two modern plays in which John Barrymore and Elaine Barrie will appear for NBC this fall, "Animal Kingdom" and "Accent on Youth," will be aired Sept. 6 and Sept. 13, respectively.



B. A. Rolfe was a prominent producer of early day motion pictures.



RADIO DAILY

Serving the Better Interests of Commercial Radio and Television



VOL. 2, NO. 22

NEW YORK, N. Y., MONDAY, AUGUST 2, 1937

FIVE CENTS

NEA Service Enters Radio Field

AFM GIVES STATIONS UNTIL SEPTEMBER 16

Unable to reach a definite agreement, the AFM executive board and station and chain representatives last Friday ended their series of conferences in a state of compromise. A slightly modified list of the 14 demands has been presented to the radio industry, with the stations given until Sept. 16 to attempt to work them out. If, at that time, the AFM is not entirely satisfied with the results, a general strike will be

(Continued on Page 3)

More Live Talent, Strips In KOBH Fall Programs

Rapid City, S. D.—Production plans for fall shows on KOBH call for greater use of live talent and a greater number of transcribed strip

(Continued on Page 6)

Penrad Oil Sponsors Charles River Races

Penrad Motor Oil Co. will sponsor the Outboard Motor Races on the Charles River, Boston, Aug. 7-8, over WCOP. Although this station now has the event exclusively, Jay Lewis Associates, agency handling the business, is dickering to have four or five additional New England stations carry the broadcasts.

New WATL Rate Card

Atlanta—WATL has issued a new rate card, prepared in conformity with the "standard rate card" of American Ass'n of Advertising Agencies. Manager Maurice Coleman has mailed the card to 300 principal agencies throughout the country.

Proven Programs

Milwaukee—WTMJ has inaugurated a new policy of offering advertisers a group of morning programs which have been tested and found popular in listener appeal. Shows are 15 minute periods between 8 and 9 a.m. Because of demand for this time, station is insisting upon the use of programs which are accepted by listeners.

Sponsor Guesting

J. L. Kraft, president of Kraft-Phenix Corp., will do a "personal appearance" on next Thursday's "Kraft Music Hall," emceed by Bob Burns, over NBC-Red network.

WWJ WILL RESTRICT CHAIN BREAKS, SPOTS

Detroit—As the second step in a several-fold plan mapped out by W. J. Scripps, managing director of WWJ-Detroit News station, to give radio a new lease on life, WWJ starting this fall will take the profitable 12 noon-3 p.m. period and clear it of

(Continued on Page 7)

Don Lee Web to Assume Lease on Coast Studios

West Coast Bureau, RADIO DAILY
Los Angeles — Deal whereby Don Lee takes over the present NBC Hollywood studios, if and when papers are signed, calls for Don Lee to take over the remaining three and a half years yet to run on present

(Continued on Page 3)

CBS Gets "Follow Moon"

Lehn & Fink (Pebeco) will resume airing the "Follow The Moon" Oct. 3, but will switch from NBC to CBS, Mondays through Fridays at 5-5:15 p.m. Lennen & Mitchell is the agency.

Press Association Affiliated With the Scripps-Howard Group Will Supply Program Material to Stations

CBS MORNING SALES GAIN 136 PER CENT

CBS time sales for the first six months of the year show major increases in morning, afternoon and evening expenditures, increases in number of clients at all times of the day, and increases in average expenditure per client. Further analysis by industries shows that automotive accounts gained 57 per cent; tobacco, 61 per cent; foods and food drinks, 59 per cent; soaps and housekeeper's supplies, 98 per cent.

Of the \$1,828,466 spent by CBS

(Continued on Page 6)

Stations Being Added By Kolynos CBS Program

Kolynos toothpaste will use 30 CBS stations when it shifts the "Hammerstein Music Hall" program to the Friday 8-8:30 p.m. spot this week. On Oct. 1 sponsor adds 14 more stations to network making a total of 44. Blackett-Sample-Humert Inc. is the agency.

Celler Expects Hearings

Washington Bureau, RADIO DAILY
Washington — Congressman Emanuel Celler said Saturday that he expects to get hearings on his Government radio station bill either this week or before Congress adjourns.

NEA Service, Inc., world's largest newspaper feature service, enters the radio field early this fall with a service to radio stations patterned along the lines followed by NEA in serving 800 daily newspaper clients.

In making this announcement, Fred S. Ferguson, NEA president, said that Stephen Slesinger, Inc., 250 Park Ave.

(Continued on Page 3)

TELEVISION JURISDICTION IS RESERVED BY EQUITY

In giving up its jurisdiction in the radio field to the new organization, which has been named the American Federation of Radio Artists, Actors Equity is retaining rights to television activities, it was brought out at Friday's meeting.

Frank Gillmore, president of Equity, and also president of Associated Actors and Artistes of America, A. F.

(Continued on Page 6)

Coast-to-Coast Buildup For "The Johnson Family"

In an extensive drive to sell a popular mid-west show to a nationwide audience, MBS is taking the "Johnson Family" from WSAI, Cincinnati, and putting it on coast-to-

(Continued on Page 6)

WNAC's 15th Year

Boston—WNAC is celebrating its 15th anniversary. John Shepard 3rd broadcast his first program over the station on July 31, 1922.

★ THE WEEK IN RADIO ★

... Unions in the Headlines

By NORMAN WEISER

AMERICAN FEDERATION OF MUSICIANS' executive board parleys with the radio contingent on the subject of regulating electrical transcriptions and recordings, and the new setup for organizing of radio talent as fostered by Actors Equity but with complete autonomy for the radio guild, monopolized the past week's headlines.

The AFM-ET confab ran all week with the stations given a list of demands and until Sept. 16 to put them into effect ... the transcription mak-

ers will be dealt with this week. ...

In the unionization of performers, which includes all talent appearing before the mike except the already banded musicians, not so many difficulties are foreseen ... especially since singers and actors will have their own respective councils and the guild will get its own charter the same as Equity has. ...

Judge Eugene O. Sykes was appointed temporary FCC chairman until the President names a successor

(Continued on Page 8)

Special Events Library

Raleigh, N. C.—A Special Events Library is being built up by WPTF with recordings of outstanding broadcasts. Station has obtained a complete set of recordings of the Hindenburg disaster and is getting a disk of King Edward's abdication speech. WPTF used its own recording unit to transcribe King George's coronation address.



Vol. 2, No. 22 Mon., Aug. 2, 1937 Price 5 Cts.

JOHN W. ALICOATE : : : Publisher

DON CARLE GILLETTE : : : Editor

MARVIN KIRSCH : : : Business Manager

Published daily except Saturdays, Sundays and Holidays at 1501 Broadway, New York, N. Y., by Radio Daily Corp. J. W. Alicoate, President and Publisher; Donald M. Merseau, Treasurer and General Manager; Chester B. Bahn, Vice-President; Charles A. Alicoate, Secretary; M. H. Shapiro, Associate Editor. Terms (Post free) United States outside of Greater New York, one year, \$5; foreign, year, \$10. Subscriber should remit with order. Address all communications to RADIO DAILY, 1501 Broadway, New York, N. Y. Phone Wisconsin 7-6336, 7-6337, 7-6338. Cable address: Filmday, New York. Hollywood, Calif.—Ralph Wilk, 6425 Hollywood Blvd. Phone Granite 6607.

Entered as second class matter April 5, 1937, at the postoffice at New York, N. Y., under the act of March 3, 1879.

FINANCIAL

(Saturday, July 31, 1937)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Am. Tel. & Tel.	172	171 3/4	172	- 3/8
Crosley Radio	19 1/2	19	19 1/2	...
Gen. Electric	58 3/8	57 3/4	58 3/8	+ 1/2
North American	29 1/8	28 3/4	28 3/4	...
North American pf.	55	55	55	...
RCA Common	9 1/4	9	9	- 1/4
RCA First Pfd.	67 1/2	67 1/2	67 1/2	+
RCA \$5 Pfd. B.
Stewart Warner	18 1/2	18 1/2	18 1/2	...
Zenith Radio	37	37	37	+ 1/4

NEW YORK CURB EXCHANGE

Hazeltine Corp.
Majestic
Nat. Union Radio	1 7/8	1 7/8	1 7/8 + 1/8

OVER THE COUNTER

	Bid	Asked
CBS A	30 1/4	31 1/4
CBS B	30 1/4	31 1/4
Stromberg Carlson	13	15

Michelson-Crosley Post Causes Washington Stir

Washington Bureau, RADIO DAILY

Washington—Appointment of Charles Michelson, Democratic National Committee publicity director, as public relations consultant for Crosley Corp. is causing quite a stir here. No sooner had Michelson accepted the post than the FCC revealed that through "the regular routine procedure" it had granted Crosley's application for renewal of WLW's 500,000-watt license.

Even Democrats are disturbed by the situation, which has elicited editorial disapproval in the newspapers besides the reaction here. Senator Borah declared that if he had his way about it he would abolish the FCC altogether.

KMMJ

Clay Center, Neb.

The favorite family station

Coming and Going

FELIX JAGER, script writer for the "True Detective Mysteries" shows over WOR and WLW, left Saturday for a two-week vacation at Bethlehem, N. H. The broadcasts continue, however, and thrillers for the Aug. 10-17 episode will be concocted by Jager amidst New Hampshire's scenery.

W. A. WILSON, vice-president and general manager of WOPI, Bristol, Tenn., Va., returns to his desk today after spending a week in New York where he discussed promotional plans with his representative.

LEO REISMAN, who went abroad to fill engagements in Paris and Monte Carlo, returns Aug. 27 on the Normandie.

A. A. SCHECHTER, NBC director of news and special events, sails Wednesday on the Normandie for a European vacation.

JACK MILES, and EMIL CORWIN, WALTER MOORE, ALFRED SCOTT and JULIAN STREET JR., all of NBC press, off on vacations.

KELVIN KEECH, who has been under the weather, left Saturday for the vacation sands of Long Island.

CHARLES KULLMAN, who leaves for some Hollywood film work after his Aug. 11 broadcast with Jessica Dragonette, returns to the air Sept. 1.

JERRY DANZIG of WOR returns to New York from Hollywood the middle of August.

SHERRY KAY, vocalist with Woody Herman, is visiting her folks in Memphis, and returns to rejoin Herman band next week.

GENE KRISCHER of the publicity department of KSFO, San Francisco is due in New York tomorrow from the coast to confer with CBS officials and on other business.

LLOYD YODER, head of the NBC press staff in San Francisco, is making a vacation-business tour of the network's northwest stations, then will visit his home in Ohio.

LEO FREUDBERGER, WOR conductor, vaca-

tioning in Hunter, N. Y.; ED CONTENT, assistant chief engineer, in Montana; CHARLES SINGER, transmitter supervisor, in Belmar, N. J. DON DUNPHY, sports announcer at WINS, is on vacation this week.

DON QUINN, who writes the Fibber McGee and Molly scripts, flies to Washington from Chicago this week to gather some script material for the Fibber series.

ANN NADLER, WINS vocalist, who has been vacationing at Lake George, returns the early part of this month.

FRANK MOSS, author of the Beatrice Lillie scripts, has been in Chicago conferring with the "First Nighter" sponsor, Campana; the rumors being that he may write the new variety show which Campana will put on the air next month.

OZZIE NELSON arrived in New York last week to begin an engagement today at the Hotel Astor Roof, succeeding Ted Lewis.

SHEP FIELDS and his "Rippling Rhythm" orchestra are in from a road tour for a week's engagement at Manhattan Beach, Brooklyn.

ABE LYMAN has arrived in Hollywood for a short vacation, his first since leaving California six years ago.

CARL DOZER, announcer at WCAE, Pittsburgh, heads for Cape Cod, Mass., today on his annual vacation.

JOSEPH J. WEED is back from a six-week Canada tour.

BILL MORROW, scripter for Jack Benny, off to Europe, returning in September.

FRANK SCHREIBER, WGN publicity director, in New York for Mutual and AFM conferences.

JACK HASTY has left coast for New York, where he'll produce two McCann-Erickson shows.

TOM REVERE left the coast for New York last week, supposedly with plans for a Palmolive show by Benton & Bowles.

HAZEL WESTERLUND, CBS stations relations department, to Lake Sunapee, N. H., on vacation.

Butterworth With Ross

Charles Butterworth has been signed as comedy star on the Lanny Ross full-hour Packard Motors program starting Sept. 7 over NBC-Red network from the coast. Raymond Paige orchestra will supply the music.

Panama Station Opens

Panama City—The "Star of Panama," otherwise described as HP5A, 300 watts, 11,700 kilocycles, 25.64 meters, opened Friday night with all the dignitaries of the Panama Republic present.

WNEW Staff Changes

Lonny Worth, formerly assistant to Stan Shaw on the "Milkmen's Matinee" broadcasts, has been named Studio manager of WNEW. Worth replaces Frank Kiernan, recently resigned. John Flora has been selected to succeed Worth on the Shaw broadcasts.

Cozzi for Hipp Opera

Mario Cozzi, NBC baritone, has been selected as the star of the Fall opera season at the New York Hippodrome. Cozzi will open the season Aug. 27 when he sings the role of Amonasro in "Aida." Gustaf Mahler will conduct the orchestra.

"New Ideas" to Recess

"New Ideas," WINS program conducted by Martin Weldon, is taking a recess for August. The show returns early next month with new cast, scripts and ideas.

COMEDY MATERIAL WANTED

We are preparing comedy material for a number of new fall shows and have an opening for two experienced writers to produce material on assignment as members of our non-resident staff. Give complete details in first letter.

ASSOCIATED RADIO WRITERS, INC.

137 Newbury St., Boston, Mass.

AGENCIES

STUART CAMPBELL has resigned as vice-president of Kenyon & Eckhardt, Inc., and will leave New York about Aug. 15 for Hollywood, where he expects to stay for a few months.

ED M. STERLING, formerly associated with Benton & Bowles, has become an account executive with the Gardner Advertising Co.

PHILLIP J. KELLY has joined Colgate Palmolive Peet Co. as sales promotion manager of Palmolive Soap. Kelly was formerly director of advertising and assistant sales manager of B. F. Goodrich Co., Akron. Later he was account executive of Meldrum & Fewsmith Advertising Agency, Cleveland, and most recently executive vice-president of Harry Latz Service, N. Y.

WFBR Covers Ship Disaster

Baltimore—WFBR staged a spectacular remote broadcast last week from the scene of the disaster where the steamship "City of Baltimore" burned at Bayside, Md. Accompanied by a crew from the telephone company, Henry Hickman, Bob Hurleigh and Stewart Kennard, WFBR, remote men, plus three engineers from the station rushed to the scene. In order to put on a broadcast it was necessary to run 3,000 feet of wire through marshland and over fire engines and parked cars leading to the beach. The station was on the air with the first description within an hour after leaving Baltimore. WFBR was the only station in Baltimore that went to the scene and stayed on the air until 3 a.m.

CORRECTION!

Last Week We Stated

WITHIN 3 WEEKS

"THE COLONEL FROM KENTUCKY"

(Col. Jack Major)

WAS 5th FOR
FAN MAIL

In reality he was 4th
For a daytime sustaining show—

THAT'S SOMETHING!

WABC — Columbia Network
Mondays 3-3:30 E.D.S.T.

AFM GIVES STATIONS UNTIL SEPTEMBER 16

(Continued from Page 1)

called. The previous strike, scheduled for Aug. 14, has been postponed pending the conference of Sept. 16.

ET and recording manufacturers will meet with the executive board today and tomorrow in the two final sessions of the series of meetings. Eighteen demands have been readied by the board as the basis of negotiations with the manufacturers. On Wednesday the executive board will recess until Sept. 16. The 18 demands are centered upon the point of employment of union musicians in radio stations utilizing recorded shows. Joseph N. Weber, president of the AFM, stated that at present there are only 800 musicians employed by the radio stations in the country, and that only 12½ per cent of the stations have staff musicians. Demands also attempt to stop pirating of records from actual broadcasts and auditions.

WNEW Remodeling

WNEW underwent some remodeling over the week-end. Studio C was increased to double its regular size as was one control room. A cooling system, in operation 24 hours a day at the station, was forced off during alterations, but resumed operating today.

Legislation and Pocketbook

The effects of new and proposed legislation on the pocketbooks of U. S. citizens will be explained in a series of four broadcasts over CBS beginning Aug. 4 under the auspices of the New York Chapter of the National Association of Cost Accountants. The programs will be heard Wednesdays at 4:15-4:30 p.m.

Titles of the talks are: "Your Pocketbook and the Robinson-Patman Act," by Willard L. Thorp of Dun & Bradstreet, Aug. 4; "Your Pocketbook—How the Securities Exchange Commission Affects It" on Aug. 11; "The Cost to Your Pocketbook of Social Security," Aug. 18; and "Your Pocketbook—and How the Wages and Hours Bill Affects It," on Aug. 25.

WWJ Home Coverage

A folder emphasizing its home coverage has just been issued by WWJ, Detroit. Station recently adopted policy of not moving an audience-building sustaining program to sell time.

1	9	3	7
SUN	MON	TUE	WED
4	5	6	7
10	11	12	13
16	17	18	19
22	23	24	25
28	29	30	

Greetings from Radio Daily

August 2

Bob Burns

Fenton W. Earnshaw

NEW PROGRAMS—IDEAS

Negro Community Sing

WPTF in Raleigh succeeded in obtaining the rights to a series of broadcasts emanating from Raleigh's Negro Recreational Center and consisting of a mammoth Community Sing in which hundreds participate. Only favorite spirituals are rendered on each program and these in the best fashion of the native southern Negro. The broadcasts for the present will originate in the Mary Talbot House, and station officials, following the enthusiastic audience response of the first program, plan to record subsequent broadcasts and mail disks to New York representatives for the consideration of sponsors. Already Carolina Sales Corp., Kelvinator distributor, is engaged in sponsoring an all-Negro cast each Sunday on its feature program which is broadcast to a network of stations in North and South Carolina.

WQXR "Musical Oddities"

"Musical Oddities," showing how Beethoven mixed up his overtures, why the flute was originally played through the nose, the musical associations of animals, etc., starts this week as a new Wednesday 5-5:15 p.m. program on WQXR. Alma Lubin will be commentator, illustrating her material at the piano and by recordings of the larger works.

Another new WQXR program, "Lyric Cameos," combining singing and "verse speaking" of old and modern lyrics, will be started at 6:45-7 p.m. Wednesday by John Salters, actor, and Betty Baxendale, soprano.

WHBF's Moline Special

WHBF, Rock Island and Moline, Ill., and Davenport, Ia., is inaugurating a one-hour daily matinee at 2-3 p.m. devoted to the city of Moline and originating in the Moline studios

of WHBF in the Fifth Avenue building. This is in addition to the nine programs already scheduled from the Moline studios.

With Forest Cooke announcing and directing, and Bette Leins as accompanist, this new program is divided into 15 and 30 minute features, some daily and others one time per week. These features include a foreign language news broadcast, spelling bee, juvenile acts, civic forum, conservation talks and a fisherman's forum.

The foreign news broadcast, divided into three five-minute periods of Swedish, Belgian and Greek (these nationalities constitute a large percentage of Moline's population) will be on the air daily at 2 p.m. The Belgian broadcast is presented by the editor of a local Belgian newspaper. Pastors of local Swedish and Greek churches will give the news in these languages. Program includes both local and national news.

Singers and instrumentalists round out the daily hour matinee, featuring Moline artists and programs of special interest to Moline audiences.

WBIL Health Assistance Series

A program devoted to informing persons of low income how they may obtain private medical and dental care will be inaugurated over WBIL at 6:45 p.m. today under the auspices of The People's Medical League, a cooperative, non-profit member-owned organization. Talks by prominent persons will be given on each program. First will be John R. Davies, president of the National Republican Club and president of the Chinatown Missionary Society.

Another new WBIL series, "Great Americans," produced by the WPA radio division, started yesterday at 8:30-9 p.m., with Nathan Hale as the first figure to be dramatized.

Canadian Radio Humor Rates High, Says Weed

Radio comedians on Canadian stations have a better mike technique and have developed their humor to a higher point than U. S. comics, says Joseph J. Weed, president of Weed & Co., station reps, following his return from a six-week tour of Canada. The comedians in Canada play more to the listeners instead of to studio audiences, Weed points out. He said Woodhouse and Hawkins, on CKY, Winnipeg, have a proportionately greater following in the Dominion than Amos 'n' Andy have in the U. S.

Standard of daytime programs is higher in Canada than in the U. S., Weed also stated. He noticed extensive equipment and rebuilding programs in progress.

NBC Institutional Film

A four-reel motion picture depicting the setup and activities of NBC is being produced by Pathe News.

Don Lee Web to Assume Lease on Coast Studios

(Continued from Page 1)

lease with option to renew the lease for another five years or buy the property at the end of three and a half year term.

NBC has not definitely settled on a new location, but it is understood studios and administration building will not be combined as at present. Idea is to build the administration building as one unit with each studio located in its own building. Under this plan NBC can add new studios, from time to time, as its needs require. Present set-up with administration offices and studios in one building makes it impossible for network to enlarge its space.

All negotiations between Don Lee and NBC are being handled by Don Gilman, NBC vice-president in charge of west coast activities.

Adele Jenney to Aid Gaffney

Adele Jenney joins CBS today as assistant to Maurice Gaffney, director of trade news.

NEA SERVICE ENTERS RADIO PROGRAM FIELD

(Continued from Page 1)

nue, will be exclusive NEA representative in the radio field.

Slesinger stated that NEA newspaper features and materials will be converted into radio form by a staff of expert radio writers, and will be grouped into various daily budget services.

"We feel," said Slesinger, "that NEA has a definite field for service in the broadcasting industry. Primarily, the features included in the radio budget services are intended as individual sponsorable programs, but in addition to the feature entertainment and sales vehicles there will be included programs that are service and educational features, providing authentic source and background for programs already established by a station."

The NEA radio budget feature service will be made available on an exclusive basis to one client station in each city, the plan operative with NEA Service in servicing newspapers. However, special news features and materials will be made available also to regional and national advertisers in accordance with their individual program needs.

NEA is part of the Scripps-Howard newspaper chain, as is Scripps-Howard Radio, Inc., which owns WCPO, WMPS, WMC and WNOX.

Inaugurates Industrial Series

Maurice Holland will be the first of three speakers to be heard over CBS on successive Thursdays, starting Aug. 5, in a series arranged by the National Research Council under the general title of "New European Industrial Frontiers, and How They May Affect American Industry." The talks will be given by members of the Council recently returned from European investigations, and each will be heard at 5:30-5:45 p.m.

AIR FEATURES, Inc.

RADIO PRODUCTIONS

247 Park Ave.

New York City

NEW PATENTS

Radio and Television

Compiled by

John B. Brady, Attorney

Washington, D. C.

2,087,902—Electrical Condenser and Process of Assembly. Russell E. Cramer, Haddon Heights, N. J., assignor to Radio Condenser Co.
2,088,043—Superheterodyne Receiver. Maximilian J. C. Struitt, Eindhoven, Netherlands, assignor to RCA.

2,088,059—Arrangement for Modulating the Amplitude of Electric Waves. Erich Schulze-Herringer, Berlin-Tempelhof, Germany, assignor to Lorenz Aktiengesellschaft.

2,088,061—Amplifying Circuit Arrangement. Hans E. Hollmann, Berlin, Germany, assignor to Telefunken Gesellschaft für Drahtlose Telegraphie m.b.H.

2,088,070—Photoelectric Tube. Percy L. Spencer, Newton, Mass., assignor to Raytheon Production Corp.

2,088,168—Detector Amplifier Circuit. Christopher J. Franks, Boonton, N. J., assignor to RCA.

2,088,178—Receiver Gain Control Circuit. Bernardus D. H. Tellegen, Johannes A. J. Bouman, and Herre Rinia, Eindhoven, Netherlands, assignors to RCA.

2,088,179—Automatic Volume Control Circuits. Walter van B. Roberts, Princeton, N. J., assignor to RCA.

2,088,194—Radio Receiving System. Paul O. Farnham, Mountain Lakes, N. J., assignor, by mesne assignments to RCA.

2,088,198—Electrical System. Heinrich Gefcken and Hans Richter, Leipzig, Germany, assignor, by mesne assignments, to RCA.

2,088,203—Radio Receiving System. Clarence W. Hansell, Port Jefferson, N. Y., assignor to RCA.

2,088,206—Automatic Gain Control. Gunther Jobst, Berlin, Germany, assignor to Telefunken Gesellschaft für Drahtlose Telegraphie m.b.H.

2,088,210—Interstation Noise Suppressor Circuits. Winfield R. Koch, Camden, N. J., assignor to RCA.

2,088,229—Automatic Fidelity Control Circuit. Rene A. Braden, Collingswood, N. J., assignor to RCA.

2,088,230—Automatic Volume Control Circuit. Don G. Burnside, East Orange, N. J., assignor to RCA.

2,088,231—Amplifier Gain Control. Henry Cohn, Berlin, Germany, assignor to Telefunken Gesellschaft für Drahtlose Telegraphie m.b.H.

2,088,235—Electron Tube. Harold F. Elliott, Palo Alto, Cal.

2,088,249—Gaseous Rectifier. Percy L. Spencer, West Newton, Mass., assignor by mesne assignments to Raytheon Manufacturing Co.

2,088,317—Electric Discharge Tube Testing and Measuring Circuit. Albert E. Bachelet, Mt. Vernon, N. Y., assignor to Bell Telephone Laboratories.

2,088,355—Testing Device. Henry Wehming, Chicago, Ill.

2,088,416—Photoelectric Relay. Garret A. Hobart, Tuxedo Park, N. Y., assignor to General Electric Co.

2,088,419—Cathode Ray Tube. Max Knoll and Fritz Schroter, Berlin, Germany, assignor to Telefunken Gesellschaft für Drahtlose Telegraphie m.b.H.

2,088,432—Frequency Converter Circuit. Harold O. Peterson, Riverhead, N. Y., assignor to RCA.

2,088,461—Frequency Stabilizing Circuit. Staynard R. Briggs, Chicopee Falls, Mass., assignor to Westinghouse Electric & Mfg. Co.

2,088,493—Cathode Ray Tube. Lee Sutherland, Wilkinsburg, and Albert J. Harcher, Homestead, Pa., assignors to Westinghouse Electric & Mfg. Co.

2,088,494—Grid Glow Tube Circuit. Lloyd E. Swedland, Montclair, N. J., assignor to Westinghouse Electric & Mfg. Co.

2,088,544—Electric Radiation Device. Chester H. Braselton, New York, N. Y., assignor to Sirian Lamp Co.

Fishing Fair on WFBR

Baltimore—First actual broadcast picked up from the middle of Chesapeake Bay will occur Sept. 18-19 when WFBR airs an exclusive broadcast of the Chesapeake Bay Fishing Fair Assn' Grand Contest at Solomon's Island. A short wave unit will be used for the event, which is attended by the Governor and many other distinguished personages.



"PRESS AGENTS' PARADISE"

● ● ● Once every six months we like to clean out our desks and the predominating refuse in the drawers are press agents' notes which we never use... So, today, we've decided to help this swell "clan" and publish abstracts from their releases, thus pleasing and aiding them immensely with their respective clients.

● ● ● First tests of Phil Baker for the comic lead in his picture were so sensational that Baker will monopolize the whole flicker... Morton Bowe is selling leeches to drug stores... Fibber McGee and Molly don't like Hollywood, preferring Chicago and their kids... Lucille Manners eats a quart of ice cream every day and drinks a glass of milk between each solo on her NBC show... B. A. Rolfe has lost 8 lbs. since working four shows weekly. He now weighs only 258 pounds!... M. H. H. Joachim, director of "Your Unseen Friend" claims the badminton championship of Radio Row... In last Monday's episode of "Young Hickory," Harold Peary, playing a part, had to have his appendix removed... Donna Reade, another player on the show, actually had an attack immediately after the airing and blames Peary and author Bill Murphy for the "finger." She was operated on Thursday in Chicago.

● ● ● May Singhi Breen will be one of the standard bearers for National Ukelele Week... John B. Gambling, who emcees the Griffin All-Wite show, is the sponsor's truest friend—coming to the broadcast wearing white from head to toe... Dick Ballou should go far, judging by his name. He calls his music, "Rhapsodies in Ballou"... Oscar Bradley says that when it comes to relating jokes, air comics believe that what was good enough for their fathers is good enough for them... Though there are only 14 singers in his "New Yorkers" chorus, Lyn Murray pays 49 other choral singers weekly.

● ● ● Sigmund Broun, who sings with Louis Katzman's band, is radio's only titled tenor. A descendant of Polish nobility, Broun was born "Count Sigmund Brunislav Swierznski. His mother is said to be a relation of King John the First... Hank Silvers, staff organist at WINS, has been playing the organ with the same pair of shoes for the past 13 years... Richard Brooks, WNEW ace commentator, is the second top-notch newscaster to be sponsored by more than one product. The other is Gabriel Heatter... Visitors from 28 different states and people from England, France and Mexico have been interviewed on the WPG, Atlantic City, Vox Pop show... Joe Rines will tell stories about everything, but no one has ever seen him play a musical instrument... Ralph Wonders is busy smoking a cigar the same color as his sun tan... Mickey Aldrich invites you to dinner, then suggests you order the food he likes so he can help himself to a portion... Warren Pearl scanning over Bill Burton's expense account to make sure the latter hasn't listed an overcoat!

● ● ● Carl Erbe brings Ben Marden a newspaper in which there is a picture planted by the "Little Dynamo" showing a society girl sitting with Mickey Alpert and another chap... The caption gives the names of the three—including the Riviera... "Ah," says Marden, "at last I know the guy's name. He skipped his check the nite the picture was taken!"... Harry Squires still thinks the Dodgers will win the pennant... Roscella McQueen, who is Freddie Lightner's partner, is the center of a dispute between two cities, who claim he as their own. The cities or towns are Steubenville and Mingo Junction, Ohio... The facts are, she is Freddie's own—and he hails from Greenpernt!

"Is Everybody Happy?"

F. C. C. ACTIVITIES

HEARINGS SCHEDULED

Sept. 14: Decatur Newspapers, Inc., Decatur, Ill. CP for new station. 1550 kc., 1 KW., unlimited.

United Broadcasting Co., Tulsa, Okla. CP for new station. 1550 kc., 1 KW., unlimited.

WTAD, Quincy, Ill. Mod. of lic. to increase hours of operation to unlimited. 900 kc., 1 KW.

A. L. Beard, Jasper, Ala. CP for new station. 1500 kc., 100 watts, unlimited.

Ellwood Warwick-Lippincott, Bend, Ore. CP for new station. 1310 kc., 100 watts, unlimited.

Carolinas Radio, Inc., Charlotte, CP for new station. 880 kc., 1 KW., unlimited.

WGRC, New Albany, Ind. Mod. of license to 880 kc., 250 watts, unlimited.

Sept. 15: Evanston Broadcasting Co., Evanston, Ill. CP for new station. 1020 kc., 250 watts, daytime.

Ohio Broadcasting Co., Steubenville, CP for new station. 1310 kc., 100 watts, daytime.

Gerald A. Travis, LaPorte, Ind. CP for new station. 1420 kc., 250 watts, daytime.

WDZ, Tuscola, Ill. CP to move transmitter and studio to Decatur, Ill. 1020 kc., 250 watts, daytime.

Sept. 17: WCBA, Allentown. Vol. assignment of license to WSN, Inc. 1440 kc., 500 watts, share.

Harold F. Gross, Lansing, CP for new station. 580 kc., 500 watts, 1 KW. LS., unlimited.

United Theaters, Inc., San Juan, P.R. CP for new station. 570 kc., 1 KW., unlimited.

Evening News Press, Inc., Port Angeles, Wash. CP for new station. 1400 kc., 250 watts, unlimited.

W. L. Luce, Lauderdale, Fla. CP for new station. 1050 kc., 1 KW., daytime.

L. L. Coryell & Son, Lincoln, CP for new station. 1450 kc., 1 KW., 5 KW. LS., unlimited.

Cornbelt Broadcasting Corp., Lincoln. CP to change freq. and power to 1450 kc., 1 KW., 5 KW. LS., unlimited.

Walker & Chapin, Oshkosh. CP for new station. 1010 kc., 250 watts, unlimited.

Great Western Broadcasting Co., Omaha. CP for new station. 1420 kc., 100 watts, unlimited.

Sept. 29: Earl Weir, St. Petersburg. CP for new station. 1370 kc., 100 watts, unlimited.

Seaboard Broadcasting Corp., Savannah. CP for new station. 1310 kc., 100 watts, 250 watts LS., unlimited.

Athens Times, Inc., Athens, Ga. CP for new station. 1210 kc., 100 watts, 250 watts LS., unlimited.

Oct. 4: WRBL, Columbus, Ga. Mod. of CP to 1330 kc., 1 KW., unlimited.

Oct. 5: Keystone Broadcasting Co., New Castle, Pa. CP for new station. 1250 kc., 250 watts, daytime.

WKAR, E. Lansing. CP to increase power to 5 KW., 850 kc., daytime.

Oct. 15: C. Bruce McConnell, Indianapolis. CP for new station. 1500 kc., 100 watts, 250 watts LS., specified.

EXAMINER'S RECOMMENDATIONS

John C. Hughes, Phenix City, Ala. CP for new station. 1310 kc., 100 watts, daytime, be denied.

WSPA, Spartanburg, S. C. CP for change in frequency and power to 880 kc., 5 KW., daytime, be denied.

EXAMINER'S REPORT

WRBC Inc., Cleveland. CP for new 1 kw. station on 880 kc., be denied.

APPLICATIONS RECEIVED

Pawtucket Broadcasting Co., Pawtucket. CP for new station, 1 kw., 1390 kc.

WNBR, Memphis. Authority to transfer control from Memphis Commercial Appeal to Memphis Press-Scimitar.

NLRB Certifies ARTA

National Labor Relations Board announced Saturday that it has certified the American Radio Telegraphists Ass'n as the exclusive bargaining agent for the live traffic employees of RCA Communications in the New York metropolitan area. ARTA is an affiliate of the CIO.

ORCHESTRAS - MUSIC

HAROLD LEE, for many years Chicago Representative of M. Witmark & Sons, and who recently arrived in New York to take over the post of professional manager of the firm, starts his new duties by working on the smash songs from "Mr. Dodd Takes The Air," Kenny Baker's first starring picture, being released by Warner Bros. The songs, written by Warren and Dubin, are "Remember Me?" "Am I In Love?", "Here Comes The Sandman" and "The Girl You Used To Be." Other songs with which Lee will be occupied are the current "My Little Buckaroo," "Little Heaven Of The Seven Seas," "Old Man Moon" and Rudy Vallee's sensational continental importation "Vieni Vieni" which is slated for early release.

Ozzie Nelson and his orchestra will have four network sustaining programs when he succeeds Ted Lewis next Monday night at the Hotel Astor Roof. Nelson will hold these spots until late in September, when he leaves for the coast and screen activity. His fall commercial will resume from Hollywood. Nelson's broadcast schedule from the Astor Roof includes CBS on Monday nights at 11 and Saturdays at 11:30 and Mutual on Sunday nights at 12 and Thursdays at 11:30 p.m. In addition to Nelson's own vocals, Shirley Lloyd will be featured.

Ray Block is wielding the baton for Ray Heatherton's Tuesday and Friday spots via WABC.

Phil Spitalny and his all-girl singing orchestra, which will appear in person at the New York Paramount Theater starting Aug. 4, will have some radio company in the accompanying screen attraction, "Artists and Models," which has Jack Benny, Martha Raye, Connie Boswell, Andre Kostalanetz and his orchestra and the Yacht Club Boys.

"Cotton Club Parade," opening Sept. 12, will have Cab Calloway and Bill Robinson as stars. Book, lyrics and music are by J. Fred Coots and Benny Davis.

"Paradise Isle," title tune of Monogram's South Seas flicker soon to be released, will be featured on the full hour program of Hawaiian music which Lani McIntyre and his Hawaiians will offer tomorrow night on the Al Pearce show over the CBS network at 9 p.m. McIntyre's band of native Polynesian musicians, the regular musical feature at Ray Haller's "7 Seas," popular Hollywood night club, furnished background music for the Bing Crosby feature, "Waikiki Wedding," as well as for "Paradise Isle."

Angelo Ferdinando and his orchestra will play Palm Gardens, Newport Beach, R. I., on Aug. 9 for CRA.

E. C. MILLS, Chairman of the Administrative Committee of ASCAP recently requested all its publisher-members to devote the back cover of their publications to articles which shall inform the lay public of the ideals and purposes of the society. Galaxy Music Corp., of which A. Walter Kramer is managing director, was the first standard publisher to respond. Last week Galaxy issued Stewart Wille's "Lord, I Want to Be," a Negro spiritual sung by Lawrence Tibbett, on the back cover of which appears E. C. Mill's article "What Is A.S.C.A.P.?"

Max Dolin, violinist and maestro, in addition to holding down the initial post as m.c. at the Rivoli Theater, Portland, Ore., has started his new daily "Keeping Time with Max Dolin" on KGW at 7:30 a.m. On initial offering he was assisted by Kay English, singer.

The Crawfords—Jess and Helen—and their orchestra recorded for Victor in New York last week and left to open a week's engagement in Washington. On Aug. 11, Jesse Crawford and his orchestra with Bob Murray as vocalist, go into the Hotel Peabody, Memphis, for CRA.

Jess Hawkins and his orchestra have been set by CRA to open at the New Penn Club, Pittsburgh, on Aug. 13.

Henri Lishon and his orchestra, recently featured at the Royale Frolics in Chicago, have been booked by Consolidated to play the Gunter Hotel, San Antonio, beginning Aug. 7.

The King's Jesters and their Queen, Marjorie Whitney, open at Blossom Heath Inn, Detroit, Aug. 13 for CRA. On September 4, the Jesters return to Hotel La Salle, Chicago, for the fall and winter season.

Rita Rio and her all girl orchestra have been booked by Milton Roemer of CRA for an engagement at the Million Dollar Pier, Atlantic City, opening Aug. 28. In the meantime the orchestra is playing a one-night stand tour in the middle west and east.

Jack Tracy and his orchestra have opened for the Dallas office of CRA at the Chez Maurice in Dallas.

"Four Gentlemen of Rhythm," instrumental unit, have been booked by the Chicago office of CRA into the Brown Hotel, Louisville.

Al Donahue and his orchestra set by Rockwell-O'Keefe for the Roosevelt Hotel, New Orleans, week of Aug. 26, followed by Glen Miller and his band.

Rita Rio and her all girl orchestra, now being routed east by CRA, plays the Crystal Lake Ballroom, Cumberland, Md., on Aug. 12.

... Radio's own daily newspaper modestly presents a series of 100 unsolicited testimonials as to what Radioland thinks of RADIO DAILY.

MAX GRAF PRODUCTIONS

San Francisco, Calif.

"...Congratulations to RADIO DAILY. It is a much needed want in the radio and transcription field."

Max Graf

THE ATLANTA CONSTITUTION

Atlanta, Georgia

"...Congratulations to RADIO DAILY. If the standard set forth is maintained, then RADIO DAILY should go far as an informative and interesting trade paper."

Samuel E. Clark
Radio Editor.

DAVE A. EPSTEIN

Hollywood, Calif.

"...RADIO DAILY is a pip! It has served to recreate a new interest in radio doings insofar as this office is concerned."

Dave A. Epstein

... RADIO DAILY is six months old. It is growing fast. It already has the confidence of a great progressive industry. Watch RADIO DAILY.



★ Program Reviews ★



THOMAS MITCHELL, whose portrayal of Brutus in "Julius Caesar" in the CBS Shakespearean cycle attracted much attention, will have the title role in "King Lear" over CBS at 9-10 p.m. next Monday.

Officers of recently organized Radio Equity huddled behind locked doors at the Hollywood Plaza with Aubrey Elair, business manager of Screen Actors Guild, I. M. Kornblum, Murray Kinnell and Norman Field for the purpose of reporting coast situation to Kenneth Thomson, executive secretary of SAG, relative to membership attitude on Associated Actors and Artists of America. Radio Equity, claiming 80 per cent of local artists and announcers, reported wholeheartedly behind the "four A's."

Loretta Lee, vocalist on the Werner Janssen-Fleischmann show, is being tested by 20th Century-Fox.

The inevitable has happened. Charlie McCarthy has been signed for a picture at Universal. Will work with his stooge, Edgar Bergen, as usual, in a story now being tailored to fit his unique talents.

Tom Harrington, head of Young & Rubicam, back from his Hawaiian vacation. Charles Vanda, CBS program chief, also back at the desk.

Ivan Epinoff named as musical director at KEHE, succeeding Leon Rosebrook, who resigned last week.

Frank Bull will call the shots on the Thursday night polo games at Victor McLaglen's Sport Center over KHJ.

Ben Sweetland, KHJ's "Friendly Counselor," is moving the lares and penates to a recently-purchased, palatial home high in the hills of Hollywoodland.

More Live Talent, Strips In KOBH Fall Programs

(Continued from Page 1)

shows. The "Court of Cars," a successful feature last year, will return, along with the "Kiddies Klub Revue." Programs are being developed by R. J. Dean, manager, with Archie Hall, program director, and Bill Welch, chief announcer.

New programs on KOBH include the Moody Institute's Bible series; a "Sponsor's Auction," seven shows daily; "Adventures of Nettie Needle," and others.

WIL Signs Transradio Press

St. Louis—WIL has added to its news broadcasting by signing for Transradio Press starting Sept. 1. C. W. Benson of the station and Sims Guckenheimer of Transradio negotiated the contract. WIL is a pioneer in the radio news field in this territory.

"Les Miserables"

The second episode of the "Les Miserables" serialization accelerated the Orson Welles "projections" by introducing the characters of Javert and Fantine. Javert becomes the relentless pursuer of Valjean and detrimental to his rehabilitation. An undertone of love interest entered with the appearance of Fantine, the indigent waif whom Valjean befriends. Fantine is played by Alice Frost, one of radio's foremost actresses, for a creditable performance. The task of portraying Javert was handled well by Martin Gabel, who is capable of provoking both admiration and abhorrence for the duty bound officer.

Not a dramatization, Welles' new technique is calculated to present the actual quality of the book itself and unlike a dramatization, which is of necessity an adaption, the projection has the narrator reading the background and descriptive passages while the actors speak the dialogue as Victor Hugo wrote it. Welles enacts the leading role and that of narrator.

Program is slow to approach a climax, it seems to this listener.

"Fox Fur Trappers"

Returning to WEA last Thursday at 7:45-8 p.m., the "Fox Fur Trappers" sponsored by I. J. Fox provided a merry little quarter hour of entertainment. With Bertram Hirsch's orchestra supplying the musical background in very efficient style, Howard Price vocalizing in a highly pleasing tenor vein, and the Little Sisters Trio adding their delectable harmonies, the program was typical of the enjoyable shows aired by this sponsor in the past.

"Bughouse Rhythm"

Dr. John Brunner Meakin continues to provide some sheer enjoyment with his satirical research into classical music from San Francisco via his

"Bughouse Rhythm" over the NBC-Red network. Program is entirely the derisive type with excellent comic delivery by announcer-narrator G. Archibald Presby, who treats each swingy piece with the dignity accorded a symphonic group. The burlesque syncopation is pleasant and offered with considerable instrumental flourish. The tune doctor's prescription for any languid listeners these hot summer nights is his modern styled swing sect—an effective antidote for that inanimate demeanor.

Donated to the tenor of the program, caught again last Friday evening, is Martha Murgatroyd, who as chairman of the radio committee, Ladies Auxiliary, Bughouse Rhythm Clubs of America, was introduced as a terse, crisp voiced commentator, but emerged as a droll, sleepy voiced and nonchalant observer of topics very divers.

"Bughouse Rhythm" is good enough to be elongated to half hour duration.

Briefly

Last week's "Town Hall Tonight" on NBC-Red was a very listless and mostly unfunny affair. Walter O'Keefe worked in a languid vein, Joey Nash sang a routine number and even Peter Van Steeden's orchestra lacked zip. The Kidoodlers, however, were full of pep.

Willie Howard, bringing back some of his "French lesson" stuff, highlighted the last Rudy Vallee program on NBC-Red. Willie is a sure-fire comedian, on stage or screen, with a marvelous sense of timing.

The "Kraft Music Hall" show last Thursday night again seemed to drag quite a bit. Maybe the summer heat has something to do with it, but the drawing style that Bob Burns employs, however good it may be for comedy bits, is not very conducive to good emceeing.

Television Jurisdiction Is Reserved by Equity

(Continued from Page 1)

of L. unit, which will issue the radio charter, withdraws from Equity Nov. 1 to devote his entire time to the AAAA, which becomes active on a broad scale under the new setup. Paul Dullzell, Equity executive secretary, is expected to succeed Gillmore as president of that association.

The AAAA presidency, heretofore an honorary post, will carry the same salary Gillmore is now receiving at Equity.

Another meeting, to take up the constitution of the radio unit, is scheduled for tonight.

CBS Morning Sales Gain 136 Per Cent

(Continued from page 1)

morning advertisers, \$1,560,260 is classified under food and household supply (cleansers and laundry soap) accounts. This more than triples the amount spent for morning advertising by these two industries in the first six months of 1936.

Morning time sales in the first half of 1937 totaled \$1,828,466, up 136 per cent; afternoon time sales, \$2,262,540, up 56 per cent; total daytime sales, \$4,091,006, up 84 per cent; evening time sales, \$10,712,259, up 20 per cent; grand total, \$14,803,265, up 32 per cent.

TRUMAN BRADLEY, WBBM announcer and commentator, has purchased a Chicago cosmetics corporation in partnership with his sister, Elene. Bradley will take over the presidency of the company and actively head the business. This will be in addition to his radio work.

Gene Rouse, NBC announcer, on vacation.

Betty Ito, American-born Japanese radiactress, has been signed as an NBC contract artist and given a role in that network's "Young Hickory" serial.

Hugh (Silly Watson) Studebaker of the Fibber McGee and Molly cast and Cecil Underwood, new producer of that show, week-ended at Lake Geneva, Wis.

Bernice Yanacek, pianist on "Today's Children," and organist on "Guiding Light" program, both NBC airings, was feted on her birthday last Wednesday by the casts of both shows.

Joseph Englehardt, Chicago CBS concert master, has moved to a house in suburban Wilmette.

It was a case of actually "singing in the rain" when Vivian della Chiesa, NBC soprano star, stepped to the microphone in Grant Park's band shell Wednesday night as soloist with Roy Shield's NBC orchestra. The two microphones at the edge of the shell were exposed to the elements. An umbrella was held over one, and Announcer Norman Barry borrowed a pith helmet from an usher and placed it over the other.

Coast-to-Coast Buildings For "The Johnson Family"

(Continued from Page 1)

coast, Mondays through Fridays, 6:45-7 p.m., effective Aug. 23.

Top New York agency has already obtained a 10-week option for the show. Signing of actual contract depends on the response of the national audience.

Jimmy Scribner is the one-man show. Program was sponsored by Pebeco on WLW last season for 26 weeks. This is the first time MBS has allotted an across the board spot, coast to coast, for any sustaining show.

CBS Experimental Tele Studio

An experimental television studio is being built by CBS in the Liederkranz Hall, part of the Park Ave. and 59th St. site where CBS plans its new building. Work on the large new building is expected to be delayed somewhat until the course and prospects of television as well as radio are more clearly charted.

RADIO DAILY

1501 Broadway, N. Y. C.

GENTLEMEN:—

Please enter my subscription to RADIO DAILY for one year at the Charter Subscription Rate of \$5.00 per year (foreign and Canadian \$10.00).

NAME TITLE.....

ADDRESS

STREET

CITY

STATE

FIRST CLASS
PERMIT No. 72
(Sec. 510 PLG
NEW YORK, N.Y.

BUSINESS REPLY CARD

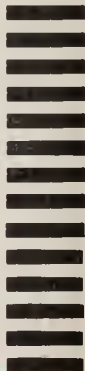
No Postage Stamp Necessary if Mailed in the United States

2c.-POSTAGE WILL BE PAID BY—

RADIO DAILY

1501 BROADWAY

NEW YORK CITY



PROMOTION

Pillsbury Cake Contest

Pillsbury Flour Mills, sponsor of "Today's Children," dramatic serial, is conducting a contest in which \$1,000 cash is offered as a first prize. A second prize of \$250 and 108 other cash awards also are offered.

To enter the contest, listeners are asked to send in a name for a cake printed on a sheet of paper bearing the contestant's name and address, also printed, and the picture of a Pillsbury bag cut out of the recipe folder packed in a sack of Pillsbury's flour. Entries are addressed to Pillsbury Flour Mills, Contest Department, Minneapolis.

WJ Anniversary Sections

In addition to an attractive anniversary edition of the Screen and Radio Magazine section of the Sunday Milwaukee Journal, WTMJ had another special display in the Monday issue of the Journal describing the highly successful tenth birthday celebration which was attended by more than 35,000 radio fans, despite rain.

The anniversary magazine section was largely devoted to pictures and stories about WTMJ personalities and about the station itself.

WWJ is Restricting Chain Breaks, Spots

(Continued from Page 1)

Commercial chain breaks and intervening announcements. This will provide a three-hour stretch of programs free from any kind of sales talk except that in sponsored shows.

Because the revenue from announcements constitutes about 50 per cent of station revenue, some readjustment is regarded as necessary, but it is not WWJ's plan to make the sponsors of programs in this period bear all the cost during the period of experimentation.

At present the basic hour rate of the 12-3 p.m. period is \$237.50. Effective with the time change, this rate will be increased to \$325, an increase of only 36.8 per cent, leaving approximately two-thirds of the revenue loss, resulting from the elimination of announcements, to be borne by WWJ.

Much has been said by those in the industry against the announcement evil, and WWJ believes these tests offer a way to abolish it, provided sponsors cooperate.

Several weeks ago, WWJ announced a new policy of program balancing, effective with the time change in the fall, when it is planned to take six prime half hours (7:30-8 p.m.) and place in them stationary programs varying greatly from the programs preceding and following them. The time so occupied will not be sold under any circumstances unless the sponsor agrees also to take the program.



Coast-to-Coast



AL CLAUSER and his Oklahoma Outlaws, stars of WHO's "Iowa Barn Dance Frolic," who have been making personal appearances as a special added attraction with the showing of their film, "Rootin' Tootin' Rhythm," began a wide swing through Minnesota and the Dakotas yesterday. Their schedule for the first 16 days of August embraces Rochester, Spring Valley, Austin, Albert Lea, Arlington, Mankato, St. Cloud, Little Falls, Virginia and Hibbing, Minn.; Grand Forks and Fargo, N. D.; and Aberdeen and Huron, S. D.

"Mary Had a Little Lamb" will undergo extensive alterations on Norman Corwin's "Poetic License" program over WQXR at 9 to 9:15 p.m. tonight when the nursery rhyme is performed in the manner of a lecturing psychiatrist, a sports announcer, Ethel Barrymore, Dr. Jekyll and Mr. Hyde, a commentator for the British Broadcasting Corp., a soap-box orator, Roy Atwell, a tabloid editor, Maurice Maeterlinck and others. Corwin will be assisted in the program by Peggy Burt, who appeared in Maurice Evans' production of "King Richard" last season.

Jane Lee, songbird appearing at Leon and Eddie's, was presented by Clifford Adams on Saturday's "Theater Guide" over WINS.

Tim and Irene, WOR-Mutual comics, along with Bunny Berigan, have been signed by Educational Pictures to make eight short comedies in the next six months. Their newest release, "Hamlet and Eggs," is now being shown all over the country.

WKY, Oklahoma City, gave a radio opportunity to James E. Denton, capturer of Pete Traxler, escaped convict. WKY went 150 miles to pick up an interview with Denton on the night of the capture, and the following morning took a bedside interview from Traxler, making a transcription and doing a rebroadcast for night audiences. Denton was brought to New York last week for an appearance on the "Gangbusters" program. The town gave him a big play.

WPTF, Raleigh: Manager Richard Mason back from Kentucky... Production Manager Graham Poyner and Commercial Rep Ollie Carpenter left Sunday for some Florida fishing... Announcer Jimmy Little is back with a suntan... Announcer Wesley Wallace sojourning at the shore with the Mrs. J. B. Clark leaves soon for Atlantic Beach and Roanoke Island... Les Biehl plans two weeks back home in N. J.... Gordon Meriwether expects to visit the folks in Georgia... Gracie Allen of the Durham Alens anticipates a trip up Boston way.

WTMV, East St. Louis, Ill.: Fred Hirsch, actor and scripter, left yes-

terday for a fling at the Broadway stage; Charles Barnhart formerly of KFRU, succeeds him... Paul Godt, musical director-organist, vacationing in Wisconsin... Billy Knight, salesman, back from a month on the Florida sands... Fred Moegle, chief announcer, being auditioned commercially on his "Old Family Almanac"... Alfred Lee Bergtold, engineer, spending his vacation at government expense—he's a lieutenant in Naval Reserve.

WKBB, Dubuque, Ia., aired for three hours, last Wednesday the 100th Anniversary Celebration of the Establishment of the Catholic Archdiocese of Dubuque. His Excellency Amleto Giovanni Cicognani, Apostolic delegate, was the honored guest and official representative of Pope Pius XI.

"The Last of Mrs. Cheyney" will be presented by Ina Claire and Osgood Perkins over NBC-Blue network at 8-9 p.m. next Sunday as the last in her series.

Johnny Sneeberger, sports commentator at KFRU, Columbia, Mo., is back at the mike after a six-week vacation.

WIL, St. Louis: L. A. Benson, president, and Claude Rock, sales department, back from Minn. fishing... Neil Norman, program director, returned from Black Hills vacation.

Dorothy Thompson, who starts her sponsored series for Pall Mall over the NBC-Red network on Friday at 10:45 p.m., now numbers 100 newspapers using her syndicated column. The title of her radio program is "People in the News." Compton is the agency.

WSPR, Springfield, Mass.: Ed Tacy, chief announcer of WSPR, Springfield, Mass., and conductor of a successful series of sidewalk interviews sponsored by the Whalen Jewelry Company, on Springfield's Main Street, has begun a second series of the same programs, under the same sponsorship... Wayne Henry Latham, program director of WSPR, Springfield, Mass., has returned from a vacation on the Cape... Milton W. Stoughton, the station's commercial manager has started his annual sojourn on the shores of Pleasant View, R. I.... H. Clifford Hanson, an operator with WSPR, since its opening and acting chief engineer during the absence of Chief Engineer Hillis W. Holt, on leave to build the plant of Station WAGA, at Atlanta, has left Springfield for Atlanta, where he is the first chief engineer of WAGA. Following Hanson's resignation, and pending Holt's return, Lawrence A. Reilly has become acting chief engineer. With Reilly—known generally as "Larry"—are Allen R. Bradley, Russell F. Pinney, and Arthur Holden, former WHTT operator at Hartford.

GUEST-ING

GLADYS SWARTHOUT, soprano, and JESUS MARIO SANROMA, pianist, on "Magic Key of RCA," Aug. 8 (NBC-Blue, 2 p.m.).

DELMAR EDMONDSON, in a tribute to Will Rogers, on "Heinz Magazine of the Air," Aug. 13 (CBS, 3 p.m.).

JACK GLENN of "March of Time" directorial staff, interviewed by Powell Clark on "Grand Stand and Band Stand," today (2:30 p.m.).

GERTRUDE NIESEN and PEDRO GONZALES, on Al Pearce program, Aug. 10 (CBS, 9 p.m.). SHAW and LEE, same program, Aug. 17.

JAY C. FLIPPIN and BEATRICE KAY, on Gulf Summer show, Aug. 8 (CBS, 7:30 p.m.).

BERT LYTELL, ROBERT WEEDE, CLAIRE WILLIS and ALLIE ROED, on "Hammerstein Music Hall," Aug. 6 (CBS, 8 p.m.).

PAT O'BRIEN, JAMES STEWART and CONSTANCE BENNETT, on Kraft Music Hall, Aug. 5 (NBC-Red, 10 p.m.).

EDDIE GREEN, GRANT GARDNER, TIM and IRENE and MOLLY PICON, on Rudy Vallee program, Aug. 5 (NBC-Red, 8 p.m.).

CAB CALLOWAY, on "Amateur Night In Harlem," Aug. 4 (WMCA, 11 p.m.).

JEAN ELLINGTON and HENRY FINK, on Nick Kenny's "Road to Fame," tomorrow (WMCA, 11:30 p.m.).

GUS ARNHEIM and JUNE ROBINS, on "Original Amateur Hour," tomorrow (WHN, 7 p.m.).

MERVYN LeROY, on "Let's Visit," tonight (Mutual, 8:30 p.m.).

SMITH and DALE, LOIS DE FEE, CHARLES LACEY and PAUL SULLIVAN, on "For Men Only," tonight (WHN, 8:30 p.m.).

Jeanne Ellis with Whiteman

Ft. Worth—Little Jeanne Ellis, the ten year old Paul Whiteman discovery, has become a "regular" on the bandman's broadcasting program following her recent guest star appearance on the Rudy Vallee hour. She will be heard every Wednesday and Saturday on Whiteman's NBC broadcast from here.

FRANK DeGEZ

CUSTOM CLOTHES

46 WEST 48 ST.
NEW YORK

BRyant 9-9746

It's a great feeling to be really well dressed at all times. Fine imported materials smartly tailored will give you that feeling. We know. We have been dressing some of the best known Radio, Stage and Screen artists for years. Suits priced \$65.00 up.

NEW BUSINESS

Signed by Stations

WOR, Newark

Sherwin-Williams Paint Co., announcements, through T. J. Maloney Inc., N. Y.; Philco, "Master Detective Stories," disks, through Sternfield Godley Inc., N. Y.; Saratoga Ass'n for Improvement of Breed of Horses, New York, through Leighton & Nelson, Schenectady; Lamont Corliss & Co. (Nestle's cocoa), through Cecil, Warwick & Legler, N. Y.

WNAC, Boston

American Cereal Co., Clinton, Mass. (Wheetabix), renewal, through H. B. Humphreys Co., Boston (also on 11 other Yankee network stations); I. J. Fox Furriers, through Huber & Creedon, Boston, ET's; Mayflower Airlines, Boston, 6 participations in news service.

KFRC, San Francisco

Richardson & Robbins Co., through Charles Hoyt Co., N. Y.; Rainier Brewing Co., through Lord & Thomas, Chicago; Petri Cigar Co., through Emil Brisacher & Staff, S. F.; Chemo-Ray Mfg. Co., through Rufus Rhoades, S. F.

WEEI, Boston

Morris Plan Co., 156 news broadcasts, through BBDO, Boston; Scott Furriers, 156 quarter-hour programs, through Continental Advertising Agency, Boston.

WNEW, New York

Hoffman Beverage Co., through BBD&O, 35 live announcements weekly for eight weeks. Hugh Boice, Jr., is account executive.

WTMV, East St. Louis

Mendenhall Motor Co. (Ford dealer), St. Louis, spot announcements and Sunday programs.

3 New WHO Commercials

Des Moines—Brown-Camp Hardware Co. tomorrow begins a series of thrice weekly quarter-hour musical clock broadcasts over WHO. Same firm on Aug. 16 will assume sponsorship of the regular Farm News program, conducted by Herb Plambeck. Agency is R. J. Potts & Co., Kansas City.

Cownie Fur Co. also is sponsoring a new musical series over WHO, through Coolidge Advertising Co., Des Moines.

ONE MINUTE INTERVIEW

RUSSELL PRATT

"There has been a decided improvement in children's radio programs during the past year. Instead of blood and thunder and gruesome details, there is a trend toward clean adventure which still carries plenty of thrills."

★ THE WEEK IN RADIO ★

... Unions in the Headlines

(Continued from Page 1)

to the late Anning S. Prall. . . . WEOA, Evansville, Ind., is joining CBS. . . . "Good Will Hour," successor to "Good Will Court," goes under MacFadden sponsorship on Mutual and Intercity webs. . . . N. W. Ayer shifts time-buying to Philly office. . . .

T. A. M. Craven and Carl I. Wheat are reported favored by Roosevelt for the FCC chairmanship and the other vacant post, respectively. . . . A.A.A.A. will hold its 21st annual meet at The Homestead, Hot Springs, Va., April 28-30. . . . NBC signs INS for news to be used in short wave service. . . . KXL, WRSC and KFPY form an interstate network for exchange of programs. . . .

John Barrymore returns to the NBC airwaves in September in some modern plays. . . . Michigan governor vetoes anti-Ascap bill. . . . Chesterfield signs for football on 92 CBS

stations. . . . CBS signs the first speech consultant for radio. . . .

General Mills may invade football sponsorship. . . . Van Cronkhite Associates, Inc., buys out George Roesler's interest in VCA's Foreign Language Station Rep. Division. . . . Quaker Oats buys time for Aunt Jemima show on NBC. . . . CBS adds polo to its sports on a five-year deal. . . . A state-operated station is proposed in Massachusetts. . . .

CBS and NBC put 40-hour week and pay increases into effect for engineers. . . . Weed & Co. establishes San Francisco offices. . . . Papers expected to be signed this week in acquisition of 11 Pacific northwest stations by Don Lee network. . . . Music Corp. of America plans radio departments in New York and on Coast. . . . General Mills sponsoring 48 Carolina ball games on WSOC. . . . Sun Oil plans increased radio budget.

SAN FRANCISCO

John Wagner, KGO acct'g dep't, brought back a bride from his vacation, the former Jean McCracken of New Jersey.

Jimmy James, once with Tom Gerun's ork, writing arrangements for NBC's violinist, "Ricardo" (Harvey Peterson).

Dwight Newton, KYA, has a new kiddies show which debuts today, called "Uncle Harry's Kut Up Skule."

Herb Allen, KFRC announcer, married Jane Kasper at Lake Tahoe. Couple spent a few days there, then to L. A.

Edith Drydon of Berkeley takes Theresa Aezer's place as KFRC music librarian now that Theresa plans to live in L. A.

Enes Canata, KFRC sales service mgr., still in Dante Hospital recovering from an auto accident.

Gene Krischer, KSFO publicity, flies East today for a month's vacation to see CBS execs and handle some photographic assignments for the "Wasp-News Letter," S. F. weekly mag.

A "flu" bug seems to be going around with Milt Samuel, of NBC Press, and Bob Roberts, KYA mgr., among those bitten.

Lloyd Yoder, NBC press chief, en-trained Saturday for a three-week business vacation trip which takes him on an inspection tour of NBC stations in the northwest, winding him up at his hometown in Ohio.

Tommy Harris and wife visiting old friends here at NBC. He's "at liberty" after his Moonglow Nail Polish contract ended.

LINCOLN

Joe di Natale, KFOR promotion man, left for Los Angeles on that vacation.

Plans for a big splurge in State Fair coverage are being made by Lyle DeMoss for KFAB, and WOW in Omaha may run a wire down for several programs per day.

BOSTON

Two broadcasts by Boston Symphony Orchestra under the direction of Dr. Serge Koussevitzky will be heard Aug. 5 and 12 through WBZ and the NBC-Blue network from the Berkshire Symphonic Festival at Tanglewood, near Stockbridge.

WMEX has inaugurated a series titled "Curtain Time," fed to the Inter-City web. "Curtain Time" is produced and conducted by John Reilly, program director of WMEX, and brings to the microphone new voices to Boston in 17-year-old Patricia Lyons, coloratura soprano, and Danny Healy, tenor. Healy has been heard as soloist with the Philadelphia Orchestra and over CBS.

A new series of news broadcasts was started over WBZ on Sunday by Edward Hall of the regular news staff.

N. W. Ayer & Co. is holding auditions at WEEI for announcers to cover this Fall's football games.

Edward J. Lord of WEEI's production staff is on vacation at his summer home called "Showboat."

COLUMBUS

Harry Lytle, Ohio State University student, having gained his announcing experience over the university station WOSU, is doing vacation-relief work with WCOL—nice job according to reports.

Bob Seal, WCOL continuity chief and announcer, underestimated the July sun and is now convalescing from serious burns, making it necessary for Ed Bronson, program director, to abruptly return from his vacation.

OKLAHOMA CITY

Neal Barrett, Number One man at KOMA, has returned from a vacation trip which took him and Mrs. Barrett to Canada and Florida.

W. S. Lukenbill, of the production

Coming Events

Aug. 2: Semi-annual meeting of the American Radio Telegraphers Association, New York.

Aug. 4-5: Stewart-Warner Corp. dis-tinction under auspices of Institution of Radio tributors' convention, Edgewater Beach, Chicago.

Aug. 23: Credit Retailers' Ass'n of America annual convention, Hotel New Yorker, New York.

April 28-30, 1938: American Ass'n of Advertising Agencies 21st annual meeting, The Homestead, Hot Springs, Va.

Sept. 18-27: International Radio-Television Exposition under auspices of S.P.I.R., Palais de Foire, Lyons, France.

Oct. 21-22: American Ass'n of Advertising Agencies Pacific Coast Convention, Hotel Del Monte, Del Monte, Cal.

Nov. 26: Inter-American Radio Conference, Havana.

Dec. 8-12: Eighth Annual International Radio Club Party, Havana.

Feb. 1, 1938: International Telecommunications Conference, arrangements being made by General Manager of Egyptian State Railways, Telegraphs & Telephones, Cairo, Egypt.

April 4-14, 1938: World Radio Convention-Engineers (Australia), Sydney, Australia.

Benford in New Series

Charles Benford, who made his debut as a WOR commentator last week, has been signed for a series of five weekly broadcasts, Monday through Thursday at 9-9:15 and Sundays at 7:15-7:30, for the next four weeks.

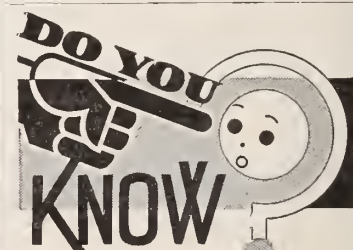
Ad Guild Membership Meeting

American Advertising Guild, new unit affiliated with CIO, holds its regular monthly membership meeting tomorrow at 8:30 p.m. in the Guild headquarters, 155 East 34th St.

Loretta Hopton Joining Agency

Loretta Hopton, assistant to Leon Goldstein, publicity director of WMCA, has resigned, effective Wednesday, to join J. Walter Thompson Co.

department; Orville Mills, engineer and Tom Johnson, sales, have left for vacation. Lukenbill and Mills to Chicago and Johnson to Mexico.



The Colonel from Kentucky (Col. Jack Major, on CBS) once studied to be a preacher, but slipped.



RADIO DAILY

Serving the Better Interests of Commercial Radio and Television



VOL. 2, NO. 23

NEW YORK, N. Y., TUESDAY, AUGUST 3, 1937

FIVE CENTS

Summer Gains Continue

3½ HOURS OF NEWS DAILY AIRED BY KGY, OLYMPIA

Olympia, Wash.—KGY here claims something of a record for heaviest newscast schedule, having stepped up its daily quota of news to about three and a half hours.

Hourly from 7 a.m. to 11 p.m., except when longer newscasts are scheduled, KGY gives the headline item of the hour. There are 12 of these headlines in the station's broadcasting day, three half-hour news periods, five of 15 minutes duration

(Continued on Page 2)

Orchestras Returning To San Francisco Spots

San Francisco—End of the three-month hotel employees' strike last week caused a quick scramble for orchestras as hostilities reopened. Palace Hotel landed Paul Pendarvis to start tonight for a month in the Rose Bowl Room. Sterling Young follows. Sir Francis Drake has only Don Francisco's four-piece band in

(Continued on Page 3)

Hearst is Taking Over Texas Station Licenses

San Antonio—Hearings will be held shortly by the FCC in Washington on the applications for voluntary assignment of licenses of KTSA here, WACO in Waco and KNOW in Austin to Hearst Radio Inc. Hearst al-

(Continued on Page 3)

Cantor for Stage in '38

Lee Shubert announces that Eddie Cantor will return to the stage under his management in the fall of 1938. Shubert also lists Ed Wynn for a new musical, "Hooray for What," this fall.

No Pal

Omaha—Announcers for rival stations faced each other in police court here when Duane Gaither came up on traffic charges before Judge Lester Palmer. Gaither is a mike and emcee for KOIL. Judge Palmer is a part-time announcer on WOW. Announcer Palmer fined Announcer Gaither \$25 and suspended his driver's license.

Sweet Thought

Cincinnati—When WCKY dedicated its new 10,000-watt transmitter the other day, the station staff presented President L. B. Wilson with 10,000 chocolates, each with WCKY stamped on it. Being a thoughtful soul, and since he couldn't eat all those sweets himself anyhow, at least not right away, "L. B." is distributing the confectionery in attractive one-pound boxes to friends and associates and the trade in general.

AFM AND ET CONTINGENT CONCUR "IN PRINCIPLE"

Executive board of the AFM held a session yesterday morning with the electrical transcription manufacturers and adjourned the conference until this morning. Many details were worked out and an agreement reached in principle. In the after-

(Continued on Page 2)

New Hearing is Won In WJBW Litigation

New Orleans—Alleging that the recent judgment by Civil District Court Judge Hugh Cage was contradictory to the "opinion and decree" of the state supreme court and to the "juris-

(Continued on Page 3)

CBS on Big Board

CBS shares, formerly traded in over the counter, went on the New York Stock Exchange yesterday. Sales totaled 700 shares of the "A" and 400 shares of "B".

RCA Second Quarter Net Tops 1936 by \$1,927,240

KOIL Will Experiment For Television Debut

Omaha—Chief Engineer Mark Bullock of Central States Broadcasting Co. announces that KOIL will start experiments in high-frequency broadcasting in preparation for coming of television. Announcement followed granting of FCC permission to con-

(Continued on Page 2)

CBS July Billing is 53.8 Per Cent Over Same Month Last Year—NBC Shows Increase of 11.4 Per Cent

NEW DEAL DISK SERIES AIRED BY 223 STATIONS

A series of recordings, identified as the American Family Robinson and cut by National Association of Manufacturers, is now being heard over 223 radio stations. Series, dealing with a dramatic story in serial form, is interspersed with pro-new deal propaganda, but with no actual names being used. Coverage, according to the NAM, is from Maine to Honolulu and Alaska to Florida. Latest addition to the station list is WNEW, the only station in Metropolitan New York to carry the disks. Programs are usually heard on a three-a-week basis.

Columbia's "Hamlet" Heard by 7,500,000

A survey conducted by CBS on the recent airing of "Hamlet" over that network showed that approximately 7,500,000 listeners heard the broadcasts, 8.6 per cent of the total listening power in the country.

WSPR Renews Hookup

Springfield, Mass.—WSPR has renewed its contracts with the Mutual, Colonial and Yankee networks for the coming five years, according to Quincy A. Brackett, president of the station.

Major networks continue to close the gap between the seasonal low and high spots, with CBS showing a 53.8 per cent increase on gross revenue for July as compared to the same month in 1936. CBS billing for July was \$1,988,412, giving the web a cumulative total for the first seven months of \$16,791,686, which represents a leap over the same period a year ago of 34.6 per cent.

NBC gross billing for July was \$2,707,450 which compares to \$2,429,-

(Continued on Page 3)

HORLICK AND MACFADDEN RENEW PROGRAMS ON NBC

Two NBC network shows were renewed for 52 weeks yesterday when Horlick's Malted Milk Corp., and Macfadden Publications came through. The former show featuring Lum and Abner, is effective Aug. 30 on the NBC-Blue at 7:30-7:45 p.m. Monday through Friday, plus four repeat shows. Program originates in Hollywood, under direction of Lord & Thomas agency.

Latter program sponsored by Macfadden is "True Story Court of

(Continued on Page 3)

John Lewis to Address Mass Meeting of ARTA

American Radio Telegraphists Association, an affiliate of the CIO, will hold a mass meeting at the Hippodrome on Aug. 12 during which John L. Lewis will be heard. Meeting will

(Continued on Page 3)

Sykes on Vacation

Washington Bur., RADIO DAILY
Washington—Judge Eugene O. Sykes, head of the FCC broadcast division and temporary chairman of the Commission, has left Washington on his summer vacation.

During his absence, Paul A. Walker, head of the telephone division of the FCC, has been designated as acting chairman.

RCA had a net profit of \$2,404,329 in the second quarter of this year, an increase of \$1,927,240 over the corresponding quarter in 1936, it was announced by President David Sarnoff yesterday.

Net profit of \$4,647,386 for the first six months of 1937 represents an increase of \$2,883,606 from the corresponding period of 1936. After

(Continued on Page 3)



Vol. 2, No. 23 Tues., Aug. 3, 1937 Price 5 Cts.

JOHN W. ALICOATE : : : Publisher

DON CARLE GILLETTE : : : Editor
MARVIN KIRSCH : : : Business Manager

Published daily except Saturdays, Sundays and Holidays at 1501 Broadway, New York, N. Y., by Radio Daily Corp. J. W. Alicoate, President and Publisher; Donald M. Mersean, Treasurer and General Manager; Chester B. Babin, Vice-President; Charles A. Alicoate, Secretary; M. H. Shapiro, Associate Editor. Terms (Post free) United States outside of Greater New York, one year, \$5; foreign, year, \$10. Subscriber should remit with order. Address all communications to RADIO DAILY, 1501 Broadway, New York, N. Y. Phone Wisconsin 7-6336, 7-6337, 7-6338. Cable address: Filmday, New York. Hollywood, Calif.—Ralph Wilk, 6425 Hollywood Blvd. Phone Granite 6607.

Entered as second class matter April 5, 1937, at the postoffice at New York, N. Y., under the act of March 3, 1879.

FINANCIAL

(Monday, Aug. 2)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Am. Tel. & Tel.	172 1/4	171 3/4	171 7/8	- 1/8
CBS A	32	31 1/8	31 1/8
CBS B	31 1/2	31 1/8	31 1/8
Crosley Radio	19 1/2	19 1/2	19 1/2
Gen. Electric	58 1/2	57 5/8	58 1/2	- 1/8
North American	28 3/4	28 1/2	28 3/4	- 1/8
RCA Common	9 1/8	9	9
RCA First Pfd.	67 3/4	67 3/4	67 3/4	+ 1/4
RCA \$5 Pfd. B
Stewart Warner	18 3/4	18 1/2	18 3/4	+ 1/4
Zenith Radio	37 3/8	37	37 3/8	+ 3/8

NEW YORK CURB EXCHANGE

Hazeltine Corp.
Majestic	3 3/4	3 3/4	3 3/4 + 1/8
Nat. Union Radio

OVER THE COUNTER

	Bid	Asked
Stromberg Carlson	13	14 1/2

GUEST-ING

RUTH HARPER, on "Town Hall Tonight," Aug. 11 (NBC-Red, 9 p.m.).

CONRAD THIBAULT, on Ben Bernie program, Aug. 10 (NBC-Blue, 9 p.m.).

TEX LEWIS and his cowboys, on "Town Hall Tonight," third repeat booking through Central Artists Bureau, Aug. 4 (NBC-Red, 9 p.m.).

RAMON NOVARRO, booked by Hesse-McCaffrey on Rudy Vallee program, Aug. 12 (NBC-Red, 8 p.m.).

WYN MURRAY, on Sealtest show next Sunday (NBC-Red, 10 p.m.).

CASPER REARDON, harpist, RAYMOND SCOTT'S QUINTET and RED EVANS, on Saturday Swing Show (CBS, 8 p.m.).

Daughter for Arthur Kass

A seven pound girl was born to Mrs. Arthur Kass over the week-end. Kass is associated with Kass-Tohrner agency.

In the heart of Radioland—Hollywood's most modern transcription studios

THE AEROGRAF CORP.

"from script to disk"

1611 Cosmo St.

Hollywood

NETWORK SONG FAVORITES

Following is an accurate list of performances for the week ending July 31, covering songs played from 5 p.m. to 1 a.m. on CBS and two NBC networks. Only compositions played 15 times or more are included. This listing is a regular Tuesday feature in RADIO DAILY.

Selection	Publisher	Times Played
I Know Now (Remick Music Corp.)	30
It Looks Like Rain (Joe Morris Music Co.)	29
Where Or When (Chappell and Co.)	26
Merry-Go-Round Broke Down (Harms Inc.)	24
Sailboat In The Moonlight (Crawford Music Corp.)	24
Stop, You're Breaking My Heart (Famous Music Corp.)	23
Stardust On The Moon (E. B. Marks Music Co.)	22
The You And Me That Used To Be (Irving Berlin Inc.)	21
Whispers In The Dark (Famous Music Corp.)	21
Satan Takes A Holiday (Lincoln Music Corp.)	20
All God's Chillun Got Rhythm (Robbins Music Corp.)	19
First Time I Saw You (Santly Bros.-Joy Inc.)	19
Afraid To Dream (Miller Music Co.)	17
Gone With The Wind (Irving Berlin Inc.)	17
Sweet Leilani (Select Music Co.)	17
Tomorrow Is Another Day (Robbins Music Corp.)	17
Yours And Mine (Robbins Music Corp.)	17
Miller's Daughter Marianne (Shapiro Bernstein Inc.)	16
Am I Dreaming (Joe Davis Inc.)	15
Caravan (Exclusive Publication)	15
My Cabin Of Dreams (Irving Berlin Inc.)	15
So Rare (Robbins Music Corp.)	15
They Can't Take That Away From Me (Chappell and Co.)	15

Commercial Programs Boost N. Z. Listeners

Wellington, N. Z. — Expansion of commercial broadcasting in New Zealand has given considerable stimulation to the issuance of radio receiving set licenses, which now stand at close to 250,000 compared with about 190,000 at the start of last year.

National Commercial Broadcasting Service introduced its first station, 1ZB, Auckland, on Nov. 30, 1936, and the second, 2BZ, Wellington, on April 28 of this year. Two more commercial stations are being built, one at Christchurch and the other at Dunedin.

Norman Craig Dead

Norman Craig, partner in the firm of Craig & Hollingbery, station representatives, died at his home Saturday following a stroke. Craig is survived by his widow Jeanne Craig, also associated with the firm. Funeral services were held yesterday afternoon.

Harold Russey at WSIX

Nashville—Harold Russey, formerly at WNBR, Memphis, has been added to the WSIX announcer personnel. Joe Calloway Jr., who has been on the WSIX announcing staff for the past four years, has had to drop out of radio for a short time due to his health.

Don Martin Joins WTAR

Norfolk—Don Martin has come to WTAR for a stay as mikeman. He augments the staff due to a heavier than usual summer schedule. Martin hails from Philadelphia, where he has been active on WIP and WTEI for five years.

AFM and ET Contingent Concur "In Principle"

(Continued from Page 1)

noon, the executive board met with the phonograph record manufacturers and discussed the agenda for recording companies. Talks with the record makers was then adjourned until Sept. 16.

Virtually every important phonograph record laboratory was represented in one of the best attended sessions to date. Asked how the conferences were working out, a member of the AFM executive board offered the cryptic remark in cheerful tones, "Everything is working out nicely—so far."

National Association of Broadcasters has been represented at about all of the meetings, Managing Director James W. Baldwin being in attendance. Today is expected to be the final session.

KOIL Will Experiment For Television Debut

(Continued from Page 1)

struct a new high-frequency station. Bullock said the new station will carry all regular KOIL programs at first, but that later a special series of programs for it may be arranged.

3 1/2 Hours of News Daily Aired by KGY, Olympia

(Continued from Page 1)

and four 5-minute periods, making 24 newscasts on each daily schedule. KGY draws on its 17 hours a day of Transradio teletype service augmented by local news coverage for this news.

COMING and GOING

CRAIG LAWRENCE, commercial manager of KRNT-KSO, Des Moines, is vacationing in northern Michigan.

MILTON CROSS will be in Boston next Sunday, so Jolly Bill will handle the WJZ kiddies' program for that day.

LESLIE HARRIS producer at WQAM, Miami, will take in New York on his current vacation.

ELINOR DILLON, traffic manager for KFEL, Denver, vacationing in Los Angeles, where she will take time out to visit studios of World Broadcasting System and Don Lee network.

BARBARA WINTHROP, KMBC continuity editor, and FRAN HEYSER, production head, are in New York from Kansas City.

W. ARTHUR RUSH, head of the West Coast office of Columbia Concerts Corp., arrives today for a business conference with the New York office and returns in a few days.

HERBERT ROSENTHAL is back at his desk after a brief vacation in the Adirondacks.

CHARLES "MOUSIE" WARREN has returned from a business jaunt to Chicago.

GEORGE JOY left the other day for the Coast.

JACK BERTAL left for the West Coast last week.

MRS. BARRY WOOD returned from a visit to Hollywood on Sunday.

GUMMO MARX has returned to New York after a brief stay in New Hampshire.

VINCENT "STEVE" CALLAHAN, manager of WWL, New Orleans, is in New York.

JOHN DODGE of WRC-WMAL, Washington, is another New York visitor.

CASPER REARDON leaves for Hollywood on Aug. 9.

ELEANOR HURLEY of WOR returned to the station yesterday after a two-week absence.

JERRY MASON of the Robert Taplinger office is back in New York after two weeks in Pennsylvania and upper New York.

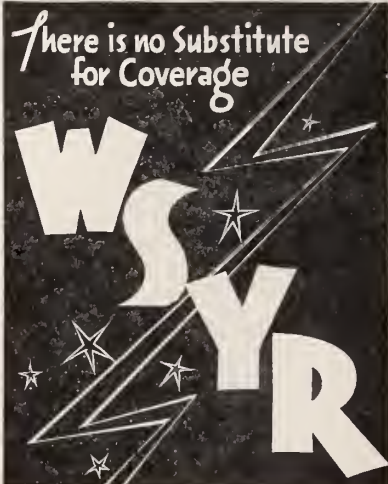
H. V. KALTENBORN leaves London on Aug. 10 for Spain.

TED HUSING goes to Akron to cover Sunday's "Soap-Box Derby".

E. P. H. JAMES, sales promotion manager of NBC, is back from one-week vacation trip to Washington and other points of interest between here and Chesapeake Bay. He was accompanied by the folks from England.

JACK ROSELEIGH of "Pepper Young Family" cast is back from two-week vacation trip to Maine.

MARYLA GOLBERT, French radio artist, arrived yesterday to look over the local entertainment field.



Leads in Spot Volume 3 to 1

SYRACUSE, NEW YORK

SUMMER CROSS GAINS CONTINUE ON NETWORKS

(Continued from Page 1)

893 for the same month in 1936 and is an increase of 11.4 per cent. The seasonal drop from June is less than 10 per cent. Cumulative total for the first seven months for NBC is \$22,655,557, representing an increase of 22.5 per cent.

Breakdown of the NBC figures give the Red Network \$2,081,820, which is up 35.5 per cent on the month, and the Blue network contributed \$688,630, off 17.3 per cent against July, 1936. In July, 1936, CBS grossed \$1,292,775, which was an increase over the year before of 42 per cent. Web missed the two million dollar mark the past month by one seasonal account dropping off for the summer.

New Hearing is Won In WJBW Litigation

(Continued from Page 1)

prudence of the state of Louisiana and the United States." Southern Broadcasting Co. has again won the right of an eventual review on the part of the Louisiana supreme court in its injunction and damage suit against Charles Carlson, owner of WJBW. As the supreme court has recessed for the summer, there appears to be little chance of a ruling before October.

Hearst is Taking Over Texas Station Licenses

(Continued from Page 1)

ready has ownership control of these stations, but licenses at present are in the name of KTSA Broadcasting Co. for KTSA and WACO, and KUT Broadcasting Co. for KNOW.

Horlick and Macfadden Renew Programs on NBC

(Continued from Page 1)

Human Relations", on the air since 1928 and on NBC since 1931, now heard 9:30-10 p.m. Fridays on the Red network. Renewal is effective Sept. 3.

Kaltenborn on Short Wave

H. V. Kaltenborn, CBS commentator now abroad, will broadcast via short-wave over CBS on Aug. 15 at 1:30-1:45 p.m. Kaltenborn will discuss the Spanish war which he has been witnessing since his departure from this country early last month. Broadcast will originate from Paris.

NEW PROGRAMS—IDEAS

New Man-on-Street Angles

Introducing a novelty angle into the "Man on the Street" broadcasts, WHBF is making radio announcers out of policemen and appealing to the male element with an attractive girl on the inquiring mike.

WHBF secured the cooperation of the police departments in Rock Island, Davenport and Moline to broadcast a "Cop on the Street" three times a week at 5:45 p.m. The officer, accompanied by production manager Ivan Streed, takes the mike to the street and with a blast of his whistle motions an approaching driver to the curb. The driver is somewhat worried at first but is soon put at ease when the friendly cop proceeds to interview him on driving and safety measures. And when interview is ended, the driver is given a ticket good for a free wash job from the sponsor, the Tri-city Firestone dealers.

Another novelty interview program, also broadcast three times per week, at 8:15 p.m., is "Harvey's Honey Gal." WHBF's attractive blonde singer, Bette Leins, takes the mike outside Harvey's ice cream retail store and interviews customers who are parked for curb service. Miss Leins encounters no difficulty in getting persons to talks—especially the men. Each person interviewed gets a free Harvey Honey malted milk. WHBF cut a transcription of Miss Leins singing "Honey" to play at the studio for the theme.

Girls' Soft-Ball Broadcasts

Girls soft-ball has entered the world of sport broadcasts via WCBD, Chicago. This game, faster than the regular hard-ball, is one of the toughest announcing jobs in the business. There are 10 players on the diamond, all contributing plenty of humor in the heat of the game, which lasts about ¾ of an hour, and ending with personal interviews for 15 minutes, making it a full hour broadcast. The games are broadcast play-by-play from St. Phillips' Stadium. Ed Allen and Ed Roberts handle the play-by-play, with the color and interview by Dick Kross.

Freedom and Abandon

For sheer abandon, nonchalance and freedom, the program known as "Star Dust" on KFOR, Lincoln, Neb., ranks in a class by itself. During impromptu interviews with broadcast stars, a telephone right within the studio is permitted to ring when there are calls for the participants and the ensuing conversation is allowed to go on the air. The entire show is ad libbed and the telephone interludes have proven to be among the oddest, yet most interesting, stunts in Nebraskan radio.

News Display at Fair

Demonstration of Transradio News and its preparation for broadcasting will feature the displays of WLBC at the 85th Annual Eastern Indiana

Muncie Fair from their studio building. All newscasts will originate from the fairground studios. Entire personnel of station has been assigned to duties for the week and station has prepared a news scheduled to give every visitor at studios.

Femme Legal Talker

WICC, Bridgeport, is readying a series of legal talks by Mrs. Frances Roth, former assistant city attorney in charge of domestic relations, and now a practising attorney, for the fall. Mrs. Roth will discuss interesting aspects of the law in an informal manner, eschewing legal terminology in so far as possible. Representatives of various legal departments will guest.

Temperature and Humidity

WIL, St. Louis, recently started giving hour reports on temperature and humidity, with the cooperation of Roscoe Nunn, local government meteorologist and his staff. Results indicate a large number of listeners are interested in this information.

Safety Slogans

Safety slogans are now used on the end of all news periods, at WLBC, Muncie, Ind. Campaign on safe driving is being furthered by the station as Fair Week approaches. Station airs news hourly.

RCA NET IN QUARTER \$1,927,240 OVER 1936

(Continued from Page 1)

allowing for preferred dividends, paid or accrued, there remain \$3,030,292 earned on the common stock for the first six months of this year, the equivalent of 22 cents per share.

John Lewis to Address Mass Meeting of ARTA

(Continued from Page 1)

close the association's convention which is expected to change the constitution of the association. A drive will be started following the meeting and it is expected that nearly 900,000 communications workers throughout the country will be unionized.

Orchestras Returning To San Francisco Spots

(Continued from Page 1)

the cocktail lounge, with three bands being considered for the Persian Room opening Aug. 15. Fairmount Hotel angling for Joe Reichman's return, while Mark Hopkins brought in Joaquin Grill yesterday for six weeks, with Griff Williams to follow.

WHO WANTS LYNN MARTIN DO YOU?

PAST PERFORMANCES

MEREDITH WILLSON
STANDARD OIL
FRIGIDAIRE
JOHNSON WAX

LUCKY STRIKE
SHOW BOAT
PALMOLIVE
RAY NOBLE

MAGIC KEY

Transcriptions for Norge

Recordings: Victor and Master

Personal Appearances: Casa Loma and Ray Noble

IF YOU WANT LYNN MARTIN

Radio's charming stylist of song

Communicate with

Personal Management

HARRY NORWOOD-MARWICK IRMA

Rockefeller Center

COLUMBUS 5-0245



IN A
CLASS
BY ITSELF

INTERSTATE BROADCASTING CO.
730 Fifth Ave., New York

ORCHESTRAS MUSIC

ERNEST GILL will present a full-hour of international music over NBC-Blue network at 9-10 p.m. EDST tomorrow from San Francisco. Zarova and Robert Turner will be soloists.

Vincent Lopez's orchestra will change its style of playing this fall. He has taken swing music to his bosom. One of the favorite presentations of the Lopez crew now is the swingy "Ham on Rye," written by two members of the ork, Johnny Morris and Nick Pisano.

Johnny Hauser, heard six times weekly via the WOR-Mutual coast-to-coast network, has added a vocal quartet, "The Sing-Songers," to his orchestra. Due to previous commitments, however, the "Sing-Songers" will only be heard twice weekly with Hauser, whose airings emanate from the stage of the Grossinger Playhouse, Grossinger Country Club, Ferndale, N. Y.

The Hudson-DeLange orchestra has been set by CRA to play the Atlantic Beach Casino, Westerly, R. I., on Aug. 14.

Fletcher Henderson and his orchestra, currently at the Grand Terrace, Chicago, with nightly NBC broadcasts, will begin a one night stand tour for CRA about Sept. 1. Among dates already set are Waltz Dream Ballroom, Atlantic City, Sept. 9, and Strand Ballroom, Philadelphia, Sept. 10.

A string of name bands has been signed for a series of one-night stands at the Wagon Wheel, Nashville nite club. Carl "Deacon" Moore was there recently. Art Kassel plays the spot today, with Louis Armstrong booked for Aug. 10 and "Fats" Waller on the 11th.

Joe Castro, whose snappy orchestra has been heard on WWRL, Woodside, L. I., will be back on the air in the fall.

New NBC Serial

"Gun-Smoke Law," new serial by Wilbur Hall, makes its debut Thursday at 8-8:30 p.m. as a weekly show over NBC-Blue network.

AGENCIES

DAVID ROSEN, chairman of the board of Zinn & Meyer Inc., leaves Aug. 10 for the west coast on business. The firm has some expansion plans under way.

OREGON-WASHINGTON PEAR BUREAU, Medford, Ore., is including northern California winter pear growers in its forthcoming advertising campaign, and is changing its name to Oregon-Washington-California Pear Bureau to launch increased national advertising for winter pears.



● ● ● Helen Gahagan will be starred in a daily 15-minute script show called "Love For A Day" to be sponsored by General Foods... Nat Brandwyne is set for the Troc on the coast in October... Raymond Scott's Quintette will be part and parcel of the Fall Eddie Cantor show... Vincent Lopez has coast men in his Saratoga aggregation... Wini Shaw has been held over at Reilley's... Jack Fulton will be backed by eight voices in the future... Billy Walters, formerly with Sherman-Clay, will assist Harold Lee... Harry Rosenthal, ork leader, is the latest candid camera crank... Douglas Arthur has a 7 a.m. daily WNEW show called, "The Yarn Patrol"... Carl Hoff has depreciated 18 pounds while touring... Gertrude Niesen will appear in a Columbia feature next... Murray Baker's nuptials were delayed 75 minutes because Jack Robbins pulled "a Jimmy Walker" and arrived that late. Incidentally, Barry Wood sang "Oh Promise Me" so well that Matty Rosen, his agent, booked three more weddings for the crooner!

● ● ● Governor Henry Horner of Illinois made a station break for WTMV during an airing from Salem on Democratic Day in the city... The governor's speech preceded that of Postmaster-General James A. Farley's and he was joshing the crowd... Seeing the station's call letters on the mike stand before him, he said, "We see, too, that radio broadcasters are interested in us Democrats. You see that microphone there? That's WTMV in East St. Louis." This is the outlet's normal phrasing for a break... "Unique" is the word for the deal arranged between Coolidge Agency and the Iowa network, whereby the web's artists are permitted to appear twice weekly over a rival station... Dick Teela, tenor, and his accompanist, Bill Baldwin, do nine shows weekly for one sponsor via KSO, but under the new arrangement another show under the same sponsorship will be aired via WHO... Francis "Jake" Higgins, special eventslinger, and Ottis Roush, chief announcer for WLBC, Muncie, had a heck of a time recently during a "Man on the Street" show when a MONKEY suddenly appeared on top of the mike and kept chattering away to Higgins' questions. Roush attempted to "interpret" the monkey-shines.

● ● ● Central Artists Bureau has lined up several top-notch comics for commercials and is now looking for gag writers... Tom McKnight will also script the "Follies"... Jay Freeman, the maestro, is gripped-conscious... Lynn Marlin has broken away from the choir and will solo-it... Ozzie Nelson's engagement at the Astor will be his last for the next two years... Don Cummings had all his clothes stolen from a car in Cleveland the other day... Henry Busse will do ten weeks of vaudeville... Art Tatum, piano-pounder blind for the past 15 years, has regained the sight of one eye!... "You Can't Stop Me From Dreaming," Dave Franklin's latest, is another hit for the scorer... Frank Burke returns from the bed tomorrow... Joe Rines is the only maestro having a membership in the American Society of MAGICIANS...

● ● ● Bob Longwell, who gives "Tiger Tales" over WJBK, Detroit, says if you want to check your listening audience just make an error of fact, especially on a sport show where the fans know more about the players and games than you do... The other day Bob had General Crowder, ex-Tiger pitcher, in the wrong trade... After the 47th phone call, it was evident a mistake had really been made... A 70-mile audition, by phone, is the record claimed by KFRU, Columbia, Mo... Phil Erwin's Ambassadors play at a theater in Hermann, with no air equipment ready on short notice for an audition, so C. L. Thomas phoned the theater, where a telephone was placed in center-stage and the band played, with KFRU's general manager, listening on the other end of the receiver 70 miles away... P.S. The band got the job.

PROMOTION

Opens "Give-Away" Department

To supply the growing demand of local and regional stations for program "give-away" material which will make their programs more directly productive of sales, The Script Library has opened a department devoted entirely to the creation and preparation of sales promotion material.

Designed for Script Library script serials, this service of "Station Sales Helps" will be developed in connection with old programs as well as new ones. This material may or may not be purchased for use by the stations buying scripts, as it is a separate service distinct from the Script Library itself.

WSPR's "Log"

"The Log," official publication of WSPR, Springfield, Mass., made its bow July 28. The paper carries squibs about programs and members of the staff and is mailed to advertisers and prospects as well as to radio editors. Each member of the staff also receives a copy. The paper is being edited by Howard S. Keefe, senior announcer and head of the news department.

Miniature Newspaper

A miniature one-page newspaper has been put out by KSTA, San Antonio, to acquaint sponsors and agencies with the market status and purchasing power of its area. Paper is made up in front-page style.

Two New Series on WCAE

Pittsburgh — "Community Serenade," half-hour local commercial, started last night at 7:30 on WCAE, talent including Howard Baum's orchestra, vocalist Fred Lazier, trumpeter Louis Kaid, plus an outstanding amateur each week.

"Sophisticated Ladies" (Jeanne Galbraith, Henrietta and Dorothy Rosenberg) begin a new commercial series at 12:45 Wednesday noon, with Frank Siedel doing the script.

NEW BUSINESS

KSFO, San Francisco

Cal. Fresh Bartlett Pear Advisory Board, through J. Walter Thompson, S. F.; Wrigley's, through Neisser-Meyerhoff Inc., Chicago.

WADC, Akron

Atlantic Refining Co., five Ohio State football games this fall.

WICC, Bridgeport

Welch's Grape Juice, Irene Rich program, starting Aug. 15.

KJBS, San Francisco

Goodrich Silvertown Stores (auto tires).

WHN New York

Hoffman Beverage Co., 12 announcements a week for eight weeks, through BBD&O.

☆ Program Reviews ☆

David Broekman

Emanating from the Don Lee studios in Los Angeles and fed to Mutual via KHJ, this program of "Music of the Stars" conducted by David Broekman made a very pleasant beginning Saturday night at 8:30-9 EDST. Guest stars for the occasion were Michael Loring, an excellent baritone, and Jo Stafford, who was just as good in her torch line.

After an introduction by the orchestra playing "Thank Your Father," Loring sang "Sailboat In the Moonlight." In an orchestra medley of numbers from "Singing Marine," Miss Stafford warbled "I Know Now." Then Broekman took Paderewski's "Minuet in F" and did it in "satin-smooth swing." Being a good composer himself, however, Broekman did not beat the daylights out of the original melody, but gave it a respectful modern interpretation.

"Where or When" was pleasantly sung by Miss Stafford, then Broekman conducted another fine orchestration of "Garden in the Rain," followed by Loring's singing of "Gwine to Heaven," then the playing of a "Finiculi Finicula" arrangement.

Nothing particularly spectacular about the program as a whole, but it was intelligently handled and altogether enjoyable.

"WOR Presents Sylvia Froos"

Sylvia Froos, a topnotch seller of popular songs, returned to the air Sunday in a new WOR series in which she is the star vocalist. Other talent includes Jay Dennis and The Blue Bells, mixed quartet, and Bob Stanley's orchestra.

Miss Froos started the initial show with a vibrant rendition of "Gone With the Wind." Following an orchestra number, Dennis and the Blue Bells presented a novelty number of their own, "Fifth Avenue Bus," which was fairly good. Then the orchestra again in "The Way You Look Tonight" followed by Miss Froos and the quartet in "All God's Chillun Got Rhythm," and more of the former routine.

If anything stood out in the program, it was the singing of Miss Froos. Otherwise it was just another thirty minutes of orchestra and vocals, albeit enjoyable.

"Club Matinee"

When it comes to variety shows, Chicago's NBC studios can turn 'em out in style. For instance, there's that daily morning "Breakfast Club" presided over by Don McNeill. And at 4-5 in the afternoons comes "Club Matinee," as palatable a menu of music and humor as a variety-minded sponsor should want.

With the music of Walter Blaufuss, the vocals of Johnny Johnstone, The Escorts and Betty and Fran Allison the humor of Spike McBullet, and the emceeing and comedy of

nsom Sherman, it is a tuneful, amusing and altogether lively show. P.S.—The "Saturday Jamboree," also piloted by McNeill, with Harry Kogen's orchestra, Sylvia Clark, et al, likewise is entitled to mention.

"Hollywood Show Case"

Though it differs little from dozens of similar routine shows, this Saturday night half-hour over CBS from Hollywood is a pleasing affair. Lud Gluskin's orchestra supplies the musical framework and can always be depended upon to do a good job in that respect. Last Saturday's program had Joe Hernandez describing the handicap race at the Del Mar Track, also an excerpt from a new film, "Fiesta," which probably will be much funnier on the screen than it registered on the air. A harmony group, Three Hits and a Miss, did nicely with "Stop, You're Breaking My Heart."

Briefly

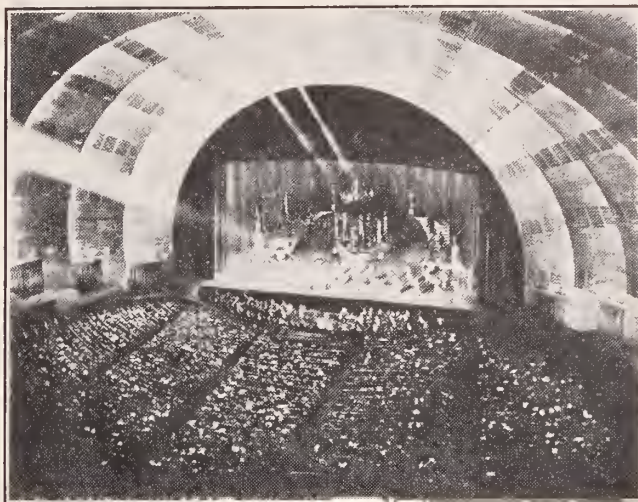
King Kolomoku and His Royal Hawaiians, with David Kaonohi, tenor, again brightened up the Tim and Irene program with Bunny Berigan's orchestra on WOR-Mutual last Sunday. The only disappointing part of it was that the island instrumentalists and singers were allotted only a few brief seconds. They deserve much more on any program. The comedy of Tim and Irene was somewhat better than usual, and the Yiddish comedienne was great.

Tex O'Rourke is building himself up into quite a humorist on "Magic Key of RCA" over the NBC-Blue network on Sundays. He has a good mike voice and an ingratiating style.

Hal Kemp, Carl Hoff and Louis Prima joined hands at 6:30-7 p.m. Sunday in a swing concert over CBS from the coast as a salute to Columbia's "Saturday Night Swing Session" presided over by Paul Douglas. It was a hot and lively half-hour, with three topnotch band leaders trying to outdo each other but just about managing to break even. Jackson Wheeler handled the commentating nicely.

The "Great Americans" series presented by the WPA over WBIL, starting with "The Life of Nathan Hale," at 8:30-9 p.m. Sunday is very worth while listening to.

Second presentation starring Ina Claire with Osgood Perkins, "What Every Woman Knows," presented Sunday night over NBC-Blue network, was a bit better than Miss Claire's show of the previous Sunday. Something wrong here. A good play and a good cast should make good entertainment.



Radio City Music Hall
brings hearing to its
deafened patrons with

ACOUSTICON THEATREPHONES!

THOUSANDS of motion picture houses, large and small, are bringing theatre hearing to the deafened with Acousticon Theatrephones. These installations are energized directly from the sound system—are increasing box-office receipts by as much as 10%—invariably attract deafened audiences from areas outside the normal market of the equipped theatre. The individual Theatrephone enables the deaf to hear by a combination of bone and air conduction—a technique which made possible the development of the Dictograph Silent Radio and its Acousticon Mystic Ear. This radio, for the first time, offers personal radio listening: "One can listen, while others sleep, talk, read." Both the Theatrephone and Silent Radio are manufactured by the Dictograph Products Co., Inc.



DICTOGRAPH PRODUCTS CO., INC.

580 Fifth Avenue - - - New York, N. Y.

MANUFACTURERS OF PRECISION EQUIPMENT SINCE 1902



FRED IBBETT due here Aug. 5 to take over his Hollywood Hotel production assignment for F. Wallis Armstrong, thereby writing finis to the rumors and counter-rumors.

Jack Haley disembarks from Show Boat after the voyage of Aug. 5, in preparation for his debut for Log Cabin Syrup on Oct. 8.

Dorothy Lamour gets the romantic feminine lead in Paramount's "Big Broadcast of 1938."

Johnny Green will celebrate his tenth anniversary as a composer by featuring several of his own compositions on the Packard show today

Leonard Levinson signed by William Esty Co., for scripting berth on the Camel program. Paycheck involved probably will come in handy as Len is building himself a pretentious home in Riverside Ranchos, near Griffith Park.

Adell Davis, nationally-known dietician and author of "Maximum Health", starts on KFWE, Tuesdays 10-10:15, with advice to health-seekers under the title of "Your Diet."

Lewis Allen Weiss, Don Lee g.m., made one of his infrequent mike appearances when the chain fired a salute to KQW at 8:00 to 8:45 p.m., Monday, Aug. 2.

Lane Williams added to announcing staff of KFAC.

David Broekman will wave the stick for 40 men when Mutual broadcasts the premiere of Paramount's "High, Wide and Handsome" at the Carthy Circle, Aug. 12.

"Peaceful Valley," featuring Earl Liederman in musical program of popular melodies interspersed with popular poetry, is a new KMPC offering at 4:00 p.m.

Famous Department Store is participating in sponsorship of the KNX "Sunrise Salute," 6:30-7 a.m. for 52 weeks, commencing Sept. 6.

KMTR boasts a new portable recording truck. Being utilized presently by Frank Robinson Brown for his "Man in the Street" interviews on current gambling investigations. Transcriptions are "played back" over the air, then iced for possible use in same manner as newspaper "Ten Years Ago" columns.

Young & Rubicam reported interested in Matty Kemp's "Amateur

RADIO PERSONALITIES

No. 56 in the Series of Who's Who in the Industry

H. K. CARPENTER, vice-president of the United Broadcasting Co. and general manager of the company's two Cleveland stations—WHK and WJAY—is an immaculate chap who stands exactly six feet tall.

Born in the village of Beallsville, he later moved to the little town of Clarington, and then to Ravenna—all in Ohio. His training included a period at Case School of Applied Science in Cleveland, and one at Kent State University, from which he was graduated. He is a real example of the small town boy who made good.



A typical "small town boy" who made good.

In a surprisingly short time after his academic career had ended he became general manager of the Goodyear Tire & Rubber Co. Industrial University at Akron, then head of WTAM Inc., Cleveland. His next connection in radio was with WPTF, Raleigh, N. C., where he was employed in various capacities, principally as general manager.

When he came into the managership of WHK, Cleveland, three years ago he was an expert in station management, and formation of the United Broadcasting Co. with "H. K." in the vice-presidency was a natural result.

H. K. Carpenter is chairman of the commercial section of the National Association of Broadcasters, a Mason, a Rotarian, a life-long honorary member of the Goodyear Friars, belongs to the Cleveland Advertising Club, is listed in "Young Men of America" and is a regular churchgoer.

He's married, has three grown daughters, is a thorough student of the English language and strangely enough, his hobby is painting posters. Yes, and not to be forgotten: he's an author—wrote "Behind the Microphone"—and rest assured, H. K. Carpenter knows!

NEW ORLEANS

John Blair & Co. has been appointed national advertising representatives for WDSU.

Beverly Brown, one of the ace actors and scripters of WWL, is proud of the fact that he has two renewals on his commercial schedule 'way ahead of time. The first, Buster Brown shoes, has renewed for its weekly half hour, but Brown is especially proud of the fact that his Santa Claus half hours, which do not go on before November, have already been re-signed by D. H. Holmes, local department store, sponsoring the series for its third year, while Davison Paxon of Atlanta enters its seventh year of sponsorship.

Vince Callahan is bound for New York and Washington on business.

Authors," now on KFWE, for national sponsorship.

Adele Vasa set on KFI for a Monday spot weekly for Packard. Singer will have The Two Keys for accompaniment.

Speaking of singers...this boy Fortunio Bonanova projects his personality over the air in grand fashion. Possessor of a rich, warm, colorful baritone voice, he certainly knows how to sell it.

Willard E. Edwards, otherwise known as Bill Edwards, technician at KFI-KECA, hit the headlines last week with his stunt of paddling an Eskimo kayak from the mainland to Catalina in seven hours. It would still be good if he had taken 24, but the payoff is that Pat Bishop, KFI news speller, gave the hardy mariner a buildup next day under the birth-certificate-moniker, little wotting that he was publicizing fellow-worker "Bill" using an alias.

KANSAS CITY

Ellis Atterbury, general manager of KCKN, has returned from a two-weeks vacation, as has Ruth Royal, KCKN musical director.

Dorothy Chaquette, KXBY program director, left Saturday for two weeks in Chicago.

WHB is airing an additional daily quarter hour musical transcription show during August for Gorman Furniture Co., bringing their total air time to three daily 15-minute shows and four daily 50-word spots, about double their usual summer time schedule.

Don Davis, president of WHB, and family have returned from a northern vacation.

James Gardner, KMBC technician, and his wife who is heard over KMBC in a daily quarter hour show sponsored by John Taylor Drygoods Co., are vacationing in the Ozarks.

Arthur B. Church, president of KMBC, and J. Leslie Fox, director of sales, have returned from Peoria where they attended the funeral of Teddy Bill, young son of Edgar L. Bill, general manager of WMBD.

Barbara Winthrop, KMBC continuity editor, and Fran Heyser, KMBC production head, have left for New York where they will remain most of August working on "Phenomenon," disk series.

KCKN's "Musical Memories" is again featuring the piano and vocal music of Carl Willis and Ruth Royal. During Miss Royal's vacation musical transcriptions were used on the show.



NED REGLEIN, WIND program director, sailed for Europe last week.

It's a girl at the Evanston home of the Whyth Walkers (WIND salesman).

Leonard Salvo, WGN organist, nearly chased from studios by studio guards this week when he showed up minus his mustache.

Gilbert McClelland of NBC press back on the job after a three-week illness.

Gale Page, NBC contralto, her husband, Frederick Tritschler, Chicago broker, and their son, Fritz, are on a one-week automobile vacation up north.

Sophie Germanich, mezzo-soprano, who has been replacing Lee Donovan with the Verne, Lee and Mary trio on "National Barn Dance," was married Saturday to Bob McIlwaine of WLS promotion staff.

Ed Paul, WLS announcer, and Lynn Brandt of the Chicago NBC announcers' staff, are playing tennis for high stakes these days. Paul "won" Grant Park from Brandt, then they put up the Stevens Hotel and Lynn took that.

Rita Clifford, WIND receptionist, sailed yesterday with her parents on another European jaunt.

Lew White Booked

Lew White has been signed to appear with the newly developed Electronic Piano at the National Electric and Radio Exposition in Grand Central Palace next month. White attracted considerable attention in a demonstration of the new piano at the Music Merchants' Convention last week.

Harry Rose in NBC Spot

Harry Rose, comedian, will head a new NBC-Blue sustaining program beginning Aug. 11, at 9-9:30 p.m. William Wirges will conduct the orchestra and Rose will also present guest artists.

WJBO on New Frequency

WJBO, Baton Rouge, one of the 10 Southern stations added to the NBC-Blue network, is now operating on a new frequency and power of 1120 kilocycles and 500 watts power. Station also has completed a new 485-foot half-wave radiator antenna.

Vass Family to Record

The Vass Family, now heard on the Ben Bernie broadcasts, yesterday signed for a series of eight records with Decca. Group is composed of seven brothers and sisters.

Soap Box Derby on Networks

CBS will broadcast the finals of the Soap Box Derby Aug. 15 at 6:30-7 p.m. Ted Husing will handle the airing direct from the track in Akron, NBC will also air the finals, with Graham McNamee doing the airing.

1	9	3	7
SUN	MON	TUE	WED
4	5	6	7
10	11	12	13
14	15	16	17
18	19	20	21
22	23	24	25
26	27	28	29
30			

BIRTHDAYS

Greetings from Radio Daily
August 3

Ray Block John S. Young
Irma Glenn

★ F. C. C. ★ ACTIVITIES

APPLICATIONS GRANTED
 WSJS, Winston-Salem. Voluntary assignment of license to Piedmont Publishing Co.
 Central States Broadcasting Co., Omaha. CP for new high frequency station. 31600, 35600, 38600, 41000 kc., 100 watts.
 Columbia Broadcasting System, Inc., Boston. CP for new high frequency station. 88000, 123000, 164000, 205000 kc., 100 watts.
SET FOR HEARING
 WAVE, Inc., Louisville. CP for new station. 610 kc., 250 watts, 500 watts LS., unlimited.
 Roberts-McNab Co., Newburg, N. Y. CP for new station. 1310 kc., 100 watts, 250 watts LS., unlimited.
 S. L. Slover Corp., Norfolk. CP for new station. 1370 kc., 100 watts, 250 watts LS., unlimited.
 Harwell V. Shepard, Denton, Tex. CP for new station. 1420 kc., 100 watts, daytime.
 W. C. Irvin, Amarillo, Tex. CP for new station. 1500 kc., 100 watts, 250 watts LS., unlimited.
 Larty Rhine, San Francisco. CP for new station. 980 kc., 250 watts, daytime.
 Fred M. Weil, Grand Coulee, Wash. CP for new station. 1420 kc., 100 watts, 250 watts LS., unlimited.
 Carl Latenser, Atchison, Kas. CP for new station. 1420 kc., 100 watts, daytime.
 Four Lakes Broadcasting Co., Madison, Wis. CP for new station. 830 kc., 100 watts, daytime.
 W. Va. Broadcasting Corp., Charleston. CP for new station. 1500 kc., 100 watts, 250 watts LS., unlimited.
 W. Va. Broadcasting Corp., Wheeling. CP for new station. 1310 kc., 100 watts, unlimited.
 Y. W. Scarborough & J. W. Orvin, Charleston. CP for new station. 1210 kc., 100 watts, 250 watts LS., unlimited.
 Martin R. O'Brien, Aurora, Ill. CP for new station. 1250 kc., 250 watts, daytime.
 George B. Storer, Pontiac, Mich. CP for new station. 800 kc., 1 KW., daytime.
 John P. Harris, Hutchinson, Kas. CP for new station. 710 kc., 1 KW., daytime.
 Pacific Radio Corp., Grant's Pass, Ore. CP for new station. 1320 kc., 500 watts, daytime.
 San Houston Broadcasting Ass'n, Huntsville, Tex. CP for new station. 1500 kc., 100 watts, daytime.
 O. C. Burke, Dickinson, Tex. CP for new station. 1500 kc., 100 watts, unlimited.
 Sims Broadcasting Co., Globe, Ariz. CP for new station. 1210 kc., 100 watts, 250 watts LS., unlimited.
 Port Angeles Broadcasters, Port Angeles, Wash. CP for new station. 1500 kc., 100 watts, 250 watts LS., unlimited.
 Brenau College, Gainesville, Ga. CP for new station. 1420 kc., 100 watts, 250 watts LS., unlimited.
 National Life & Accident Insurance Co., Inc., Nashville. CP for new station. 1370 kc., 100 watts, 250 watts LS., unlimited.
 Tri-City Broadcasting Co., Inc., Schenectady. CP for new station. 950 kc., 1 KW., unlimited.
 Ward Optical Co., Fayetteville, Ark. CP for new station. 1310 kc., 100 watts, unlimited.
 Panama City Broadcasting Co., Panama City, Fla. CP for new station. 1420 kc., 100 watts, daytime.
 WNOX, Knoxville. Mod. of license to increase night power to 5 KW. 1010 kc., unlimited.
 WMT, Cedar Rapids, Ia. Mod. of license to increase night power to 5 KW.
 KFJZ, Fort Worth. Auth. to transfer control of Corp. to Ruth G. Roosevelt. 1370 kc., 100 watts, 250 watts LS., unlimited.
 WACO, Waco, Tex. Vol. assignment of license to Hearst Radio Inc. 1420 kc., 100 watts, unlimited.
 KTSA, San Antonio, Tex. Vol. assignment of license to Hearst Radio Inc. 550 kc., 1 KW., 5 KW. LS., unlimited.
 KNOW, Austin, Tex. Vol. assignment of license to Hearst Radio Inc. 1500 kc., 100 watts, unlimited.
APPLICATIONS DENIED
 Meno Schoenbach, Woodward, Okla. CP for new station. 1500 kc., 100 watts, unlimited.
 State Broadcasting Corp., New Orleans. CP for new station. 1500 kc., 100 watts, unlimited.
APPLICATIONS RETURNED
 KFRO, Longview, Tex. Authority to transfer control from Rogers Lacy to James R. Curtis. Not in proper form.

Political Sellout

Norfolk—As a result of the unusual demand for time caused by the Democratic Primary election, all bookings of spots and programs on WTAR after 5:45 p.m. Monday were closed out two weeks ahead of time. Station did an hour overtime last night, with politicians splicing until 1 o'clock this morning.

Equity Council Will Hear Radio Unit Report Today

Results of Actors Equity board meeting held yesterday in connection with its move to reorganize the entertainment field as well as cope with the new developments in radio artist organization will be reported to the Equity Council this afternoon. Council will have to pass on any of the decisions reached at yesterday's meeting before they become official.

24 Nationality Choral Contest

Cleveland—Plans have been completed for a giant 24-nationality choral contest to be sponsored by United Broadcasting Co. in conjunction with the Cleveland and Buffalo Transit Co., operators of the steamer Goodtime.

Stanley Altschuler, foreign program director of stations WHK-WJAY, will supervise the project for UBC and the transit company, as well as all broadcasts originating from the scene of the contests. WHK schedules the first of these for airing at 9:45-10:15 p.m. Today, the choruses representing the 24 foreign nationality groups will participate in contests scheduled over a period of one month—until Sept. 3. There will be 12 separate contests, with two different choruses singing in each contest. All choruses will be admitted free for the regular Lake Erie nighttime cruise on the Steamer Goodtime, and winning choruses will be awarded a total of \$600 in cash prizes.

New Music Series on WQXR

Hazel Griggs, concert pianist, and Virginia Mauret, coloratura soprano, have been added to the WQXR musical schedule for August. Miss Griggs will be heard in recital at 5:30-6 p.m. Sundays, and Miss Mauret, accompanied by Jascha Zayde at the piano, will give her recital on Thursday evenings 9:45-10.

Leo Fitzpatrick Donates Cup

Detroit—Leo Fitzpatrick, head man at WJR, has donated a silver cup to be awarded by the Detroit Police Department to the Boy Scout troop exhibiting greatest progress during the year. Cup will be known as the Commissioner's Trophy, and its award will be based on monthly reports covering scout work and activities including civic duties.

WORC In New Quarters

Worcester—WORC has moved its studios to 65 Elm St. The building was completely remodelled for studios and offices and will be open for public inspection the latter part of August.

... Radio's own daily newspaper modestly presents a series of 100 unsolicited testimonials as to what Radioland thinks of RADIO DAILY.

NELLIE REVELL

New York City

"... As one of the deans of radio writers, having edited five radio magazines, may I be permitted to congratulate the RADIO DAILY. May it flourish and be ever popular."

Nellie Revell

LEO REISMAN

New York City

"... RADIO DAILY has filled a much needed gap in radio circles. Best wishes for its success."

Leo Reisman

AMERICAN RADIO FEATURES

Los Angeles, Calif.

"... Congratulations to RADIO DAILY for its general newsmanship and the interesting material it contains. I am sure RADIO DAILY will enjoy the fine success it merits."

F. C. Dablquist
President.

... RADIO DAILY is six months old. It is growing fast. It already has the confidence of a great progressive industry. Watch RADIO DAILY.

San Francisco

Rush Hughes, back from Hawaii, resumed his Lagendorf Pictorial broadcasts yesterday, over NBC Pacific Red. Buddy Twiss had been subbing.

Mel Venter and his "Feminine Fancies" gang journeyed to San Jose yesterday to broadcast San Francisco's part of the 45-minute dedication in the Mutual-Don Lee airshow celebrating affiliation with KQW, San Jose. Chester Smith and ork went along, also John B. Hughes, commentator.

Their "Two-Weeks": Page (One Man's Family) Gilman spending his second skiing on Mt. Lassen . . . Bob Bence, KFRC chief announcer, left Sunday—"goin' fishin'" . . . Ray Lewis, KFRC sales staff, heads for the hills and streams in Quincy and Feather River country this week.

Wallace Ford, KYA producer, spoke on the development of the radio industry to Oakland Optimist club recently.

Olive West rose from a sick-bed to broadcast a featured role in "Tales of California," NBC'd Sunday eve.

Natalie Park, "Hawthorne House" actress plays the part of weary-voiced "Mrs. Martha Murgatroyd," a new character conceived for Jack Meakin's "Bughouse Rhythm" show on NBC.

Bill Davidson of KFRC's "Rise and Shine" has a sponsor who pays for announcements which tell about listeners receiving a free gift if they guess who it (sponsor) is. There will be no clues till 700 gifts are given away. Right guessers get a miniature Russian wolf hound . . . Well, it's different.

Zarova, soprano, and Robert Turner, pianist, slated for feature spots in Ernest Gill's one-hour coast-to-there show Wednesday.

NBC remotes from the El Patio ballroom for the first time Thursday, Aug. 5. Spot previously KFRC'd. National will air Leon Mojica's music five-times weekly alternating on the Red and Blue webs.

NBC loses the Palace Hotel remote pickup to CBS now that Columbia is building new studios for KSFO in the hotel.

ONE MINUTE INTERVIEW

EDGAR A. GUEST

"Every person in the U. S. over 25 years of age is a potential air performer—if only for a single broadcast. In preparing "It Can Be Done," I have found that virtually every person has some thrilling or interesting experience that would be suitable for radio dramatization. More and more, radio is being given over to the listener, because ingenious program builders have learned that Mr. and Mrs. America are persons with stories to tell."

★ Coast-to-Coast ★

BILL DURNEY, director of public relations at WIL, St. Louis, and Bart Slattery, publicity manager on the same station were guests of the American Airlines on a special preview flight of the Flag Ship of its new Fleet 21-Passenger Douglas Airlines, put in regular service this week. The flight was a demonstration for city officials, the press and radio.

Warren Greenwood, chief announcer at WMAS, Springfield, Mass., middle-aided it with Aime Moore of the same city Saturday.

Campbell Arnoux, WTAR (Norfolk) general manager, along with John New, sales head, and J. L. Grether, chief engineer, in Richmond looking over the newly opened WRTD penthouse studios, as WTAR adds finishing licks on its own air-conditioning system.

KFEL, Denver, is definitely set to carry the Lutheran Hour over the Mutual network. Program fills the 4:30-5 p.m. spot EST, on Sundays, beginning October 24.

WQAM, Miami: F. W. Borton, left Saturday for a visit with Bill Knight, WTOG head, then to North Carolina for vacation . . . H. Bond Bliss, commentator, will take a month's rest before resuming his three-a-week series . . . Rex Griffin, Decca recording artist, has joined the cast of WQAM's "Summer Scrapbook" . . . Ralph Nulsen, chief engineer, has designed a complete two-way communication mobile unit car, which will be put into operation shortly . . . Hazel McGuire, assistant program director, vacationing in Cuba . . . Bill Wells, formerly at WJNO, has joined announcing staff . . . Leslie Harris, producer, off to North Carolina and New York for a vacation.

The Songfellows return to WHO, Des Moines, today to resume their programs in person after a vacation during which ET's subbed for them.

WLBC, Muncie: Don Burton, owner, and Bill Craig, commercial manager, and wives are back from a Colorado motor trip . . . Bob Minton, organist and pianist, is subbing for Art Shipley at the piano and with the latter's ork at Hotel Roberts while Shipley is spending two weeks on the gulf coast . . . Ottis Roush, chief announcer, gave a play-by-play for a baseball double-header that ran four and a half hours, which he claims is some record.

Major Edney Ridge's WBIG, Greensboro, N. C., was cited as "The Favorite Station in the Favored Region" in the Golden Jubilee souvenir program of the North Carolina State Firemen's Ass'n.

WJBK, Detroit: Sibyl Krieghoff, program director and concert pianist,

is back from two weeks up north . . . Ray Dauberger, pianist, and Charlie Sterritt, announcer, will journey to Petosky on Aug. 8 . . . Mike Kent, commercial manager, and Angus Pfaff, chief announcer, have gone nautical . . . Manager James F. Hopkins has provided announcers with an incentive—a pay increase to all who secure radiotelephone licenses . . . The "every hour on the hour" newscasts, totaling 19 daily, have built up quite a listener interest, reactions indicate.

James McCulla, announcer at WCPO, Cincinnati, left Saturday for a vacation at his home town in Iowa.

Malcolm A. Sears, former engineer at WDAF and instructor in K.C. radio school, but more recently of KJBS, San Francisco, has joined the staff of KYOS, Merced, Cal.

M. F. "Woody" Woodling, manager of KYOS, Merced, is back at his desk following a lay-off caused by a collapsed lung while diving.

Mary Davis of the traffic department at WCAE, Pittsburgh, is vacationing.

The School Kids program conducted by Hal Nichols on KFOX, Long Beach, Cal., yesterday expanded to a full hour. Show has been a station feature for 12 years. KFOX also is launching a series of dramatic playlets including "David Copperfield," "A Doll's House," "Scarlet Letter" and others.

WOWO, Fort Wayne: Sales Manager Clyde R. Durbin and Mrs. D. are vacationing in Canada . . . J. B. Conley, auditor, trekking through northern Mich. . . Bob Shreve, vocalist, visiting Barry McKinley in New York for a few weeks . . . Leo E. Yoder, formerly of WCAE, Pittsburgh, has joined as engineer.

KFIZ, Fond du Lac, Wis., dedicated its new electric organ last week with selections by eight organists including Mrs. Lucille Fairbanks, program director and staff organist.

Bill Fox, formerly featured in radio and orchestra work on the coast, has inaugurated a series of song recitals with Bob Cole at the piano over WIBA, Madison, Wis.

Frank Behrens, who played the title role in "Lefty Culpepper," formerly heard over WTMJ, Milwaukee, is preparing a series of monologs and will record several of them to be sent to Rudy Vallee in the hope of making Rudy's Varieties.

"Cathedral Novena," heard over KSO, Des Moines, every Tuesday afternoon, marks the first long-time contract for a Catholic church in the middle west. The quarter-hour show

San Antonio

Manager H. C. Burke of KTSA has just published a new weekly sheet titled "News from San Antonio." Little Tommy Housos is the youngest member of WOAI's talent roster who receives fan mail.

Jerry (Bud) Morgan is back at KONO from vacation.

Margarite Sedgwick has joined the KTSA program staff.

Luther Boswell, KTSA technician, is laid up by a recent auto accident.

Marie Walsh of KTSA's production department is off to New York on vacation.

2,000 for "Crosscuts"

San Francisco—"Crosscuts from the Log o' the Day," oldest program of its kind on the Pacific Coast, heard on the coast NBC-Blue web, celebrated its 2,000th broadcast Monday. Show is under the direction of Laurence L. Cross, who interweaves his friendly philosophy into a group of varied musical selections.

is a gift to St. Ambrose Cathedral in Des Moines. Intended primarily for shut-ins who cannot come to the cathedral for the regular service, the program features harp and organ music, with vocal hymns and a short meditation on pertinent religious subjects. Sponsor is never mentioned on the program, produced by Orville Foster, musical director of the Iowa Network.

With Margaret Speaks, soprano soloist, on vacation, the first of three concerts to be given by the chorus and orchestra of the "Voice of Firestone" program, under the direction of Alfred Wallenstein, will be broadcast Aug. 9 at 8:30-9 p.m. over the NBC-Red Network. Lighter classics and hit tunes from recent musical successes will be featured.

"A Woman's Point of View" returns to WELI, New Haven, Thursdays at 3:15 with a new writer, Thelma Schilf.

WCAE, Pittsburgh: Ed Harvey has departed for his new job as program director of Hearst New York State network . . . Carl Dozer started vacation yesterday, leaving Charley Rowe to pinch hit.

CONSOLIDATED RADIO ARTISTS, INC.

30 Rockefeller Plaza, N. Y. CO. 5-3580
CLEVELAND • CHICAGO • DALLAS • HOLLYWOOD

America's Leading Radio and Dance Orchestras



LES BROWN
and his
"DUKE BLUE DEVILS"
Playland Casino, Rye, N. Y.
Coast-to-Coast NBC Network



RADIO DAILY

Serving the Better Interests of Commercial Radio and Television



VOL. 2, NO. 24

NEW YORK, N. Y., WEDNESDAY, AUGUST 4, 1937

FIVE CENTS

ARTA to Extend Scope

CONSTITUTION APPROVED BY RADIO ARTISTS UNIT

Meeting late Monday night of the American Federation of Radio Artists resulted in discussion and approval of the constitution under which it will operate, the constitution also having been approved by Actors' Equity Ass'n council. Mark Smith, who was elected chairman of the local board, presided. Constitution will now have to be approved by the Associated Actors & Artistes of America to whom the AFRA will soon formally apply for jurisdiction over the organized radio actor field.

Movement was started to set up the first national board of the AFRA and the local members of the board will proceed with organization and

(Continued on Page 3)

Goodrich and Gen. Mills Split Penn League Games

Albany—Goodrich (Silvertown tires) has taken over half of General Mills' (Wheaties) contract to air the Albany New York Penn league games. They alternate. Royden N. (Doc) Rand continues as sportscaster.

NBC-Blue Commercials Being Retained by WDSU

New Orleans—Though WDSU has taken over NBC's Blue network on full time here, the three national advertisers of the Blue who come into this territory will continue to go out on the air here from WSMB, the Red outlet, Harold Wheelahan, manager of WSMB told RADIO DAILY. This condition is thought to arise from contractual obligations and ap-

(Continued on Page 3)

Negro Hamlet

Something of a novelty climax to Shakespeare's biggest year on stage, screen and radio will take place on Rudy Vallee's NBC-Red network show tomorrow night when Eddie Green, the Negro comic, gives his interpretation of Hamlet. John Tucker Battle, who adapted the five-hour play for Green's purposes, has reduced it to eight minutes.

Croonsillectomy

San Diego, Cal.—One of the Bing Crosby offspring, a three-year-old boy, was taken to the Mercy Hospital here yesterday for a tonsil removal. When a UP reporter asked the radio-screen star if the tonsillectomy was to prepare the youngster for a crooning career, the champ crooner replied: "My son a crooner? Never!"

GROSSMAN SHOE COMPANY RETURNING TO NETWORKS

Grossman Shoe Co., last heard on the networks in 1936, will return to the NBC-Blue network this fall, it was learned yesterday. Sponsor, who only recently appointed the Sterling Advertising Agency, is currently heard over a few of the small local outlets in New York, but plans for an increased budget to include radio as the leading media have already been announced. Time, talent and actual hook-up of stations are now being decided and will be released at a later date.

Massachusetts Sponsor Going Farther Afield

Gardiner, Mass.—Florence Stove Co. of this city will use radio outside New England for the first time when it starts a series Sept. 15 on WOR in the New York area. Paul A. Belaire, New England sales rep for WOR, closed the deal. William B. Remington Inc., Springfield, Mass., is the agency.

Atlantic Refining, Kellogg Boosting Football One Third

WGY to Get New Studio As a Christmas Present

Schenectady—General Electric started work this week on its 1937 Christmas present to WGY and the operators of the station, NBC. The gift, scheduled for opening at Christmas, is a new studio building embodying all latest developments, including a large audience studio two

(Continued on Page 3)

CIO to Make Radio Telegraphists Ass'n an Industry-Wide Organization to Embrace Entire Radio Field

COCA COLA CBS SHOW AS STRAIGHT MUSICAL

Coca Cola show coming to CBS on Sept. 10 has been definitely set up as a straight musical program sans comedy or dramatics. Kitty Carlisle and Reed Kennedy will do the vocal solos. A male quartet, male chorus of 20 voices, Frank Crumit as emcee and Gus Haenschen's orchestra of 45 men will complete the lineup. A young femme rhythm singer is yet to be selected. Program will be heard Fridays 10-10:45 p.m.

Felix W. Coste of the local D'Arcy agency office is handling the show. Possibility of starting date being deferred one week to Sept. 17.

Haydon in Exec Post With Van Cronkhite

Chicago—Stuart Haydon, internationally known newspaper man and author, this week went over with Van Cronkhite Associates Inc. on a full-time basis in an executive capacity. Haydon has been identified with VCA since its early days both as a stockholder and in an advisory capacity. This week, he moved into VCA Chicago offices, taking over the duties of Editorial Director.

Haydon has been connected with radio in various capacities for the

(Continued on Page 3)

American Radio Telegraphists Ass'n, now holding its third annual convention at the Edison Hotel, was told by Mervyn Rathbone, president, that John L. Lewis has decided to use the ARTA as an industry-wide organization instead of limiting it to marine radio men. Broadcast, land radio, marine, telegraph, point-to-point and telephone men will be included under the new plans.

Steps have already been taken to organize the broadcast industry, with a test case involving WHN now in the hands of the National Labor

(Continued on Page 3)

AFM BOARD WINDS UP RADIO-ET CONFERENCE

A final joust with the electrical transcription manufacturers yesterday morning, followed by an executive session, wound up the activities of the AFM executive board late yesterday afternoon. As in the case of radio and phonograph record manufacturers, adjournments were taken until Sept. 16, during which time the various factions concerned will

(Continued on Page 3)

G. M. Resumes Oct. 8

General Motors Concerts on Oct. 8 will resume its NBC-Blue network Sundays 8-9 p.m. Erno Rapee conducting the symphony orchestra and guest soloists will be the fare. Agency is Campbell-Ewald Co.

House OK's Memorial

Washington Bur., RADIO DAILY

Washington—The House of Representatives yesterday approved a resolution calling for an appropriation to be used in erecting a memorial in Claremore, Okla., in memory of the late Will Rogers. Claremore is the Rogers birthplace.

Sum of \$500,000 has been designated for the proposed memorial.

(Continued on Page 3)



Vol. 2, No. 24 Wed., Aug. 4, 1937 Price 5 Cts.

JOHN W. ALICOATE : : : Publisher

DON CARLE GILLETTE : : : Editor
MARVIN KIRSCH : : : Business Manager

Published daily except Saturdays, Sundays and Holidays at 1501 Broadway, New York, N. Y., by Radio Daily Corp. J. W. Alicoate, President and Publisher; Donald M. Mersereau, Treasurer and General Manager; Chester B. Bahn, Vice-President; Charles A. Alicoate, Secretary; M. H. Shapiro, Associate Editor. Terms (Post free) United States outside of Greater New York, one year, \$5; foreign, year, \$10. Subscriber should remit with order. Address all communications to RADIO DAILY, 1501 Broadway, New York, N. Y. Phone Wisconsin 7-6336, 7-6337, 7-6338. Cable address: Filmday, New York. Hollywood, Calif.—Ralph Wilk, 6425 Hollywood Blvd. Phone Granite 6607.

Entered as second class matter April 5, 1937, at the postoffice at New York, N. Y., under the act of March 3, 1879.

FINANCIAL

(Tuesday, Aug. 3)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Am. Tel. & Tel.	172	171 1/4	172	+ 1/4
CBS A	31 1/4	30 3/4	30 3/4	- 3/8
CBS B	30 7/8	30 7/8	30 7/8	- 1/4
Crosley Radio				
Gen. Electric	58	57 1/4	57 1/4	- 1/4
North American	28 1/2	27 7/8	27 7/8	- 3/8
RCA Common	10	9 1/4	9 3/4	+ 3/4
RCA First Pfd.	70 1/4	67 3/4	70	+ 2 1/4
RCA \$5 Pfd. B.	(100 Bid)		115 Asked	
Stewart Warner	187 1/2	185 1/2	185 1/2	- 1/2
Zenith Radio	37 3/4	37	37	- 3/8

NEW YORK CURB EXCHANGE

Hazeltine Corp.	37 1/2	37 1/4	37 1/4	+ 1/4
Majestic	37 1/2	37 1/4	37 1/4	+ 1/4
Nat. Union Radio	1 3/4	1 3/4	1 3/4	- 1/8

OVER THE COUNTER

Stromberg Carlson	Bid 13	Asked 14 1/2
-------------------	--------	--------------

Deny Temporary Order On "It Can Be Done"

Temporary injunction restraining the Household Finance Corp. show on the NBC-Blue network was denied by the New York Supreme Court. Action for injunction and \$50,000 damages was recently filed by Sol Rothchild, who alleged plagiarism by the program "It Can Be Done." NBC and the BBD&O agency are also defendants in the pending action.

Philco Fill-In

St. Louis—With Boake Carter's CBS airings cut to three a week, Philco dealers of Missouri are sponsoring a 15-minute newscast over KMOX in the former Carter spot. Henry W. Flannery edits the copy and Sid Saunders is announcer. On Tuesdays the station offers a sustaining news program.

REEVES STUDIO RADIO TRANSCRIPTIONS

Noiseless Film and Wax Recording

ALL WORK GUARANTEED
1600 Broadway MEd. 3-1270 New York

South American Good Will Series

Plans are now under way whereby the federal government will utilize network facilities this fall for a series of broadcasts aired to create good will between the United States and South America. Broadcasts will be of a dramatic nature, and will be a serious attempt on the part of the government to acquaint the people with Latin-American nations.

Dr. Samuel Guy Inman, executive secretary of the committee on co-operation in Latin America, revealed the proposed radio broadcasts in an address at Columbia University.

Newspapers Contribute To WMCA Editorial Digest

WMCA will inaugurate a new type of news broadcast Aug. 13 when a new series, entitled "Editorial Digest" will begin. New program is worked with the co-operation of editors of all the daily papers in New York City. Editorials, written by these men, will be aired on the new show. Papers contributing material will be Daily News, Daily Mirror, Herald Tribune, New York Post, Sun, World-Telegram, Times and Journal.

Film Firm to Use Radio

Columbia Pictures will launch an extensive nationwide advertising campaign for its 1937-38 major productions next month with a budget of approximately \$1,500,000. This schedule is almost triple the previous one. Included in the plans is the use of spot radio on local stations throughout the country. All business will be placed by the Biow Co.

Mrs. Eddy Duchin Dies

Mrs. Eddy Duchin, the former Majorie Oelrichs of society, died yesterday morning at 5:30 in the Harbor Sanitarium, from complications following the birth of an eight-and-half-pound boy last Thursday. Duchin, who came east from a Chicago engagement at the time of the birth and then returned to Chi, was recalled Monday night when Mrs. Duchin had to undergo transfusions. He was at her bedside when the end came. She was 29 and was married to the bandleader June 5, 1935.

New Drama by Scudder

"How Dark a Harvest Moon," an original full-hour radio play by Raymond Scudder of the NBC script division, will be presented Aug. 15 at 8-9 p.m. over the NBC-Blue network. Drama deals with the struggles of the American farmer.

Music Festival on Mutual

Mutual web will pick up the Chicago Musicland Festival on Aug. 21 at 10-11 p.m. Music joust is sponsored by Chicago Tribune and other newspapers, from Soldiers Field, where an audience of 80,000 is expected. Bob Elson will be narrator.

"Hi, Audience" Time Change

"Hi, There, Audience!" with Ray Perkins as emcee has been switched to the 8-8:30 p.m. spot over WOR-Mutual on Sundays. It formerly was heard 9-9:30 p.m.

Brusiloff is Appointed WMCA Musical Director

Donald Flamm, president of WMCA, yesterday announced that Nat Brusiloff has been appointed musical director of WMCA. Appointment is to become effective Sunday, Aug. 8. In making the appointment public, Flamm stated that Brusiloff will be given free reign in his new job.

Brusiloff was formerly musical director of WOR, but resigned recently. He was succeeded at that station by Bob Stanley, formerly his assistant.

Still Seeking Spot

Mutual Broadcasting System is still seeking to clear time for Commentator magazine half-hour commercial which wants 10-10:30 spot on Sunday night, if possible, starting Sept. 19. Stations are WOR, WGN and 10 Don Lee outlets, and program will be a dramatic variety show with possibility of John B. Kennedy as emcee. Agency is Cecil, Warwick & Legler, Inc.

The 10-10:30 p.m. Sunday spot on Mutual conflicts with "Good Will Hour" program.

Protests on Writer Program

Norman White, Jr. Inc., radio show producers, who put on the WOR "Melody Treasure Hunt," which was optioned by Universal Pictures, has filed protest with Warner Bros. that the "Amateur Authors" program now airing under direction of Matty Kemp over the Warner station, KFWB, Los Angeles, infringes on a script which White submitted some time ago titled "Amateur Dramatists." Idea of the show, in both instances, is to discover new writing talent for films. Arthur Hopkins was to have been emcee for the White show.

Florence George for Packard

Florence George, young NBC soprano, has been signed for the new Packard Motor program with Lanny Ross, Charlie Butterworth and Raymond Paige's orchestra. Show starts Sept. 7 at 9:30 p.m. over the NBC-Red network.

Brokenshire Pinch Hits

Norman Brokenshire starts today on the Journal of Living (magazine) program on WOR, WAAB and WEAN, 12 noon to 12:30 p.m. Brokenshire will bat for Victor H. Lindlahr who goes on vacation.

COMING and GOING

CLEM McCARTHY goes to Suffolk Downs in East Boston on Saturday to report the Mass. Handicap for NBC.

JANE PICKENS goes to Boston next week for a vaudeville appearance at the Metropolitan Theater and then comes to the New York Paramount.

BEN BERNIE goes to Saratoga the week of August 17 to watch the horses run and will air his American Can show from there.

DAVID SARNOFF, president of RCA and board chairman of NBC, sails on the Normandie today for Europe.

HUGH J. BRENNAN, president of WJAS, Pittsburgh, and his daughter will sail for Europe today.

ABE SCHECTER, director of the special events division of NBC, is another Normandie passenger.

WOLCOTT PITKIN, vice-president and attorney of I.T.G.T., and MRS. PITKIN sail for Europe today.

HOWARD M. DONOVAN, vice-president of Donovan-Armstrong Advertising Corp., Philadelphia, and MRS. DONOVAN, sail today aboard the Aquitania for Europe.

BILL BURTON, of the Rockwell-O'Keefe office flies to Pittsburgh to attend Jimmy Dorsey's opening at the Stanley theater.

MIKE NIDORF of Rockwell-O'Keefe went up to Boston to visit Bob Crosby at the Ritz-Carlton Hotel.

RUSS BROWN today sails on the Normandie to appear in the London production of "Take It Easy" with Herman Timberg and Barbara (Snoony) Blair.

HENRY MORGAN, WNAC announcer, is visiting his family in New York for one week.

DALE ROBERTSON of WIBX, Utica, is in New York for a few days.

HOWARD CLANEY, NBC announcer, sails for a vacation in Europe aboard the Normandie today.

BOB HOPE leaves for Hollywood in September to make a picture for Paramount.

EDDIE ALBERT left for three week fishing trip to Nova Scotia last night.

GRACE ALBERT is spending a two-month vacation in Europe.

KNX Sells Three Spots To National Sponsors

KNX, Hollywood, has sold three spots to national advertisers, starting dates and type of show yet to be set. The accounts are Tussy lipstick, taking Monday, Wednesday and Friday, daytime half-hour programs; Campbell's Malto Meal (cereal) two quarter-hours in weekly night spot, and Listerine, Monday through Friday 12:45-1 p.m.

WSAU Signs Scriptfolio

WSAU is the latest station to join the list of subscribers to Star Radio's latest service, the Scriptfolio. The station also obtained Star Commercial rights two weeks ago.

CRAIG & HOLLINGBERRY

Incorporated

Radio Station Representatives

New York
JacksonvilleChicago
Detroit

CIO WILL MAKE ARTA INDUSTRY-WIDE UNIT

(Continued from Page 1)

Relations Board. ARTA also has applications from various CBS stations, but definite action will await the outcome of the WHN hearing.

Delegates, numbering 32, now at the convention are from New York, Boston, Los Angeles, New Orleans, Seattle, Cleveland, Chicago, Washington, Akron, Detroit and Portland. Also included are representatives from San Francisco and Oakland. Spokesmen for the union will be named during the convention to represent the radio men at a mass meeting of the CIO which is to be held in Chicago on Aug. 30.

An honorary presiding committee composed of Lewis, Harry Bridges, Joseph Curran, Tom Mooney and several others has been selected by the delegates. Scheduled for discussion during the convention is the adoption of a new name for the organization.

AFM Board Winds Up Radio-ET Conference

(Continued from Page 1)

have time to think over the AFM ultimatums.

Final redraft of the points involved is in the works and these will be forwarded to those concerned shortly. Upshot from the AFM angle is that at least 3,500 musicians must be put to work by radio stations throughout the country. This is to be forced by pressure and control of the electrical transcriptions and phonograph records. Members of the executive board state that the ET, phonograph and radio men admitted to great extent that the indiscriminate playing of phonograph records is unfair when a station in question hired no live musicians. Some of the board members appeared particularly bitter against the wired radio type of recording which was recorded for a two-way exploitation such as ET libraries and hotel room music as well as restaurants, etc.

Electrical transcription manufacturers and others, however, claim they had no alternative at the meetings but take what was handed out by President Joseph N. Weber of AFM and others of the executive board. Weber, they state, declared himself and put down the law as to what he wanted done. ET men admit they are stumped and somewhat dazed and will need the time between now and Sept. 16 to think things over. Thus far they have no concerted method of action in mind.

Some ET men believe that the doing away absolutely of phonograph

NEW PROGRAMS—IDEAS

WHK-WJAY Job Program

United Broadcasting Co. stations WHK and WJAY are conducting a two-station cooperative campaign with the Ohio State Employment Service to reduce unemployment in Cleveland and vicinity. High spot of both the WHK and WJAY shows, which are being heard Tuesdays at 9:30 p.m. and Thursdays at 5:45 p.m. respectively, will be the announcement of actual openings in the files of the Cleveland office of the employment service. To be known as "Job Opportunities," the show is scheduled once a week on each station, and is to continue indefinitely.

For Home-Makers

KFRU, Columbia, Mo., recently inaugurated a new series of half hour programs twice-a-week titled "Your Home and Mine." Scripted by David Frederick, KFRU special feature writer, the series deals with problems met with in constructing, remodeling and improving homes, along with information concerning landscaping, gardening, and the improving of homes generally.

Eddie Cantor Program May Go East for Month

Tentatively scheduled to return to a coast-to-coast CBS network on Sept. 19, the Eddie Cantor show may move East for at least one month at that time. Cantor, who has been signed by the Shuberts for a stage show next year, will not make final plans until he has completed his present motion picture assignment.

Complications arising from the proposed switch are numerous. Both Bobby Breen and Deanna Durbin, juvenile singing stars heard with Cantor, are under contract to film concerns and may not be able to arrange for the move.

The Raymond Scott Quintet, which has also been signed for the fall series, is at present in New York, but is scheduled to return to the west coast shortly to fulfill film commitments.

Cantor had planned to broadcast his first four shows of the new series from the East previously to signing the stage contract.

record playing on stations will help their business a great deal and also provide more work for musicians. Others were of the opinion that there are more musicians now than ever before and the AFM should have closed its membership rolls some years ago instead of piling up more men and members than there was work available.

Still another angle, particularly from radio broadcasters, is that Ascap should have kept its hands off after Jimmy Petrillo started the trouble, instead of fostering the drastic plans.

Youthful Cooking

The WOWO (Fort Wayne) "Modern Home Forum," which originates in WOWO's Test Kitchen becomes the "Young American Cooking Club" on Saturdays. Jane Weston, WOWO home economist, continues to be moderator on her daily program as well as on this broadcast for youth. Little Fred Collins takes over the microphone as emcee and several young artists perform before the microphone. The recipes are selected for the purpose of teaching children the rudiments of cooking.

New Keyboard Combination

KDKA, Pittsburgh, will present a new musical combination on the station's Home Forum program at 2:30 p.m. Thursday. Piano and organ have been used most effectively many times. Two piano teams are heard frequently. But for this program Musical Director Aneurin Bodycombe is preparing special arrangements for organ and two pianos. Bernie Armstrong will be at the organ and Bodycombe and Russ Merritt will play the pianos.

Constitution Approved By Radio Artists Unit

(Continued from Page 1)

proposal of reasonable wage scales, etc., for the locality and stations in question. Understood that there is no expectation of being in a position of sitting down and talking things over with the broadcasters for several months yet.

NBC-Blue Commercials Being Retained by WDSU

(Continued from Page 1)

plies only to Blue commercials piped into here.

"We're not losing any of the Blue network commercials at present," Wheelahan said, "and we will not relinquish any of the Blue commercials until the Red is ready to replace them."

Haydon in Exec Post With Van Cronkhite

(Continued from Page 1)

past few years. He is one of radio's successful dramatic playwrights, having used his seven years in the Orient as material. He was one of the first newsmen to blend the tricks of reporting with radio writing.

First in local accounts
in Chicago
WGES

(In the heart of Chicago)

ATLANTIC, KELLOGG BOOSTING FOOTBALL

(Continued from Page 1)

worked out. Les Quealy, in charge of the announcers, is auditioning sports announcers in an effort to complete his staff as soon as possible.

Atlantic Refining, through CBS, will start a series of 10 weekly football broadcasts of Holy Cross collegiate games on Sept. 25, giving play by play descriptions over five New England outlets, in Hartford, Boston, Springfield, Worcester and Providence.

WGY to Get New Studio As a Christmas Present

(Continued from Page 1)

stories high, executive offices, engineering offices, etc. A 600-foot vertical antenna on the transmitter site also is being erected. Kolin Hager is NBC manager here.

WBIG Aids Tobacco Belt

WBIG, in Greensboro, North Carolina, is making personal contacts with the more than 50 tobacco warehouses in its area. Prospects are for a great tobacco crop in the bright belt-tobacco section of the Piedmont. Within 50 miles of WBIG's broadcasting tower lies almost the entire Old Belt which from Colonial Days has been the key area for the growing of fine smoking tobaccos. Recognizing that fact, WBIG has brought to the growers the full wealth of scientific and practical advice made available by county, state and federal experts in tobacco culture. It has constantly aided with weather reports in the growing season. In the time of marketing it has kept the farmers informed of market stocks, conditions and prices. News reports of sales volumes and prices are carried daily throughout the selling season. Experts analyze demand and supply, discuss leaf qualities and crop quantities. Precise information is given as to opening, arrangement and closing of sales in the various warehouses of the various markets.

Newscasts Quickly Sold

Wilson, N. C.—All six scheduled newscasts of the UP service at WGTN, newly opened station here, were sold before the station was operating on its regular schedule.

CLYDE BARRIE
CBS

Thursday

6:15 P. M.

HARRY SALTER

CONDUCTS THE

LUCKY STRIKE HIT PARADE

NBC RED NETWORK

WEDNESDAYS: 10 P. M. EDT

Philadelphia

Kathleen May, songstress heard via WIP from Evergreen Casino, has been booked for an indefinite stay at Leon and Eddie's in New York.

Harry Wood takes over Paul Alger's "Barter Mart," participating show, on WIBG, Alger leaving to become station manager of WSNJ, in Bridgeton, N. J.

Jim Ferguson, night club columnist, inaugurates a series of night life gossip chats on WIP airplanes.

Helen Schofield, coloratura soprano, and Ben Feldman, baritone, make a new WIP singing duo.

Ben Alley returned to WCAU last week after a vacation at Cape May.

Norris West, assistant program director at WCAU, had to call off his trip to Europe this summer.

Doris Havens, WCAU pianist and organist, will soon be married to E. Samuel Lonholm, formerly of the Three Gentlemen, vocal trio.

John Facenda, night supervisor at WIP, weds this fall with Dot Hunter.

Taylor Grant, WCAU announcer, expects his latest song to be published shortly by a well known New York publisher.

Frances Carroll, WIP thrush, continues her whirl of the night clubs, currently singing at the Little Rathskeller.

Chris Seider, former featured yodeler on the "S. S. Fun for All" participating shows over WPEN and WDAS, now doing a solo stint over WDAS.

Irene Harding, music librarian and organist at WFIL, resigned because of ill health.

Betty and Wendy Woodward, twins heard over WCAU, gueststarring at the Wildwood, N. J., beach concerts.

Four members of the WIP staff celebrating birthdays this month: announcer Howard Brown, night supervisor John Facenda, assistant program director Marx Loeb, and Helen Kiley of the press department.

James Begley, KYW program manager, back from a California vacation.

Stoney McLinn is broadcasting all his WIP sport shots directly from his bedside at his suite in the Benjamin Franklin Hotel. He recently dislocated his hip.

Elizabeth Bates, WIP continuity director, takes over the Homemakers Club programs while Carolyn Ann Cross vacations for a fortnight.

James Allen, WIP program director, vacationing in Quebec.

Benedict Gimbel Jr., WIP president, leaves this week for several weeks of fishing and camping in Maine and Canada.

Director of public relations James Aull of KYW filling his vacation respite with a fishing trip off the Maine coast.

After a month's furlough, Gene LaRoux is back on WIP with his nightly "Salute to the Ladies" for Fox-Wiess furriers. Romantic character of Gene LaRoux is really John Facenda, WIP night supervisor.



● ● ● J. C. Flippen will pinch-hit for Harry Von Zell on the Gulf show for two weeks while "Vonzie" vacashes....Don Wilson has been signed to emcee the Packard fall show....Frank Kelton walked out on the British deal before starting and has gone into partnership with Romm Enterprises on the Coast....Wynn Murray has been set for three more Sealtest appearances....Rockwell-O'Keefe outing is on the 20th...."Hi There, Audience," MBS Sunday nite show which switches to an 8:30 spot, will have Howard Doyle subbing for Frank Knight....Maestro Mitchell Ayres weds Showgirl Georgia Jarvis tomorrow in Supreme Court....Henny Youngman with Frances Faye will re-open the Yacht Club—providing "billing disputes" are settled....Zeke Manners, the hillbilly, will be the first of his clan to wed. She is Imogene Rose, a femme baton-wielder....A wit cracks that Martha Raye was sick and visited an MD who told her to open her mouth and say "Ah"....She did—and the doctor has been missing for a week!

● ● ● Radio Row and Tin Pan Alley are grieved on learning of Mrs. Eddy Duchin's death at 5:30 Tuesday morning. Eddy was so overjoyed last Thursday on the birth of a boy that he went to various bars and bought drinks for strangers so that they might share his joy!....Over at WCAU, Philly, Vocalist Larry Vincent doubled for Powers Gouraud, chatterer, when the latter threatened his audience that he would sing. At the last minute Powers got cold feet and called upon Vincent to sing the number for him....Listeners, who hear Powers follow Larry in the course of the day's program, wrote in congratulations and commented on how much their voices were alike!....Wearers of the six most attractive moustaches in America will be revealed tonite in an interview over WINS and the New York Broadcasting System between Sylvia Press and Louis Zinberg, who just returned from a trip to Central and South America where he conducted an extensive moustache and beard survey!

● ● ● Francia White, after her "Cavalcade of Music", bit returns to the Coast for flicker work....Jerry Wald, after spending four days as Rudy Vallee's guest up in Maine, is sorry he said those things about the crooner in 1932—because "Vallee is one swell guy"....Sam Korones is Eddie Lambert's successor at Marks Music....Goldie, who left the Whiteman crew, is forming his own combination....Tommy Dorsey is slated for the Paramount Theater on Sept. 15, as is the "swelegant" Hudson-De Lange crew, whose music should be tagged "Torrid Torchers"....Joe Rines went to Chi to audition for the Gruen show sans band. Don Shaw, McCann-Erickson exec., said he needed a picture of Joe's band to show the sponsor. So Rines went and got a picture of Phil Harris' twelve-piece crew, cut Phil's head off and replaced it with one of himself for a composite. Result—the sponsor yelled, saying he was being cheated because the budget called for SIXTEEN men!

● ● ● Because Norfolk is the southern terminus of the Chesapeake Steamship Co., the facilities of WTAR were kept open until 1 a.m., an hour after the usual sign-off time last week when the City of Baltimore burned in the Bay....From the first news flashed by Lee Chadwick, announcer, at 9:15 p.m., various members of the staff were called on to gather and compile information from all possible sources. United Press and the local daily with the American Red Cross co-operated. J. L. Grether, technical supervisor for WTAR, completed arrangements for lines and short-wave pick-up for survivors before midnight. However, pilot boats picked up the people and took them to Baltimore instead. Jack Light, nite head and ass't manager, directed the proceedings.

St. Louis

Carol Day (Dorothy Godwin), who airs "Let's Compare Notes" over KMOX, flies to New York today to get first-hand info on fall styles for her listeners.

Leo Maginn, who recently took over the "Mr. Fixit" program on WIL, succeeding Ray Schroeder, newspaperman, who created the feature several years ago, formerly practiced law here.

Harrison Bailey, continuity writer at KMOX, is leaving for WICA, Ash-tabula, O., where he will be program director.

KMOX vacations: Jimmy Huffman, asst. sales mgr., to Dallas; Jean Porter to Arkansas, leaving Elsa Bradley to handle "Magic Kitchen"; "Happy" Green, production man, to the Coast; "Tiny" Renier, program director, just back; Marvin E. Mueller, announcer, and Pappy Cheshire, chief hillbilly, also back; Judd Norman, emcee of "Velvet Varieties", being relieved for two weeks by Gene Cobb.

Dorothy Godwin, woman commentator, is aiding France Laux on KMOX "Sidewalk Reporter".

ALBANY

Bill Winne, WABY announcer, is assisting Bryan Field in announcing the stake races at Saratoga. WABY feeds WOR-Mutual.

Al Chismark, WOKO engineer, is leaving for a vacation in the Adirondacks last of this week.

Mary O'Neill, Albany radio fan, is interviewing the celebrities and broadcasting the color, clothes, etc. from the Saratoga race track Saturdays to WOR.

COLUMBUS

Kellogg has increased its radio time over WCOL on Irven Scheibeck's daily sportscast from five to six stints a week.

Elizabeth Alkire of WCOL's continuity dept. is back from Chicago, where she vacationed.

Columbus Flooring Co. has signed for 300 spots over WBNS.

E. R. Weider, WBNS salesman, vacationing on Lake Erie.

Doris Polk of WCOL's business staff going on the farm to join her husband convalescing from an appendectomy.

First Federal Savings & Loan has renewed for another year over WBNS.

SAN FRANCISCO

Bob Roberts, KYA mgr., left Friday on a routine business trip for CRS headquarters in southern Calif.

KLS had Max and Buddy Baer as Satdee nite air guests.

KMPC introduces "The Book Explorer" as a five-times-weekly period from the Beverly Hills Public Library. Baron von Egidy is the "explorer," heard at 3:30-4 p.m. Monday through Friday.

GUEST-ING

WYNN MURRAY and HENRY FONDA, on "Sealtest Sunday Night Party," Aug. 8 (NBC-Red, 10 p.m.).

DOUGLASS MONTGOMERY, interviewed by George Fischer, on "Hollywood Whispers," Aug. 7 (Mutual, 10:15 p.m.).

GEORGE MURPHY, on Werner Jansen program, Aug. 8 (NBC-Blue, 7:30 p.m.).

C. AUBREY SMITH, interviewed by Elza Schallert, Aug. 6 (NBC-Blue, 10:45 p.m.).

CHARLES "SLIM" TIMBLIN and STUART & MARTIN, on "Broadway Melody Hour," tonight (WHN-WOR, 8 p.m.).

NORMA DOLIN, 12-year-old piano prodigy, with NBC Concert Orchestra directed by H. Leopold Spitalny, Aug. 8 (NBC-Red, 5:30 p.m.).

ELEANOR ANNIS, beauty contest winner, interviewed by Charlotte Buchwald, Friday (WMCA, 2 p.m.).

VIOLA PHILO and TITO CORAL, on "Hammerstein Music Hall," Aug. 13 (CBS, 8 p.m.).

FRANCES COMSTOCK, on Ken Murray program, Aug. 11 (CBS, 8:30 p.m.).

EVE GAUTHIER on Columbia Concert Hall, Aug. 10 (CBS, 3:30 p.m.).

"QUOTES"

ALBERT KAVELIN: "Dance music, like every other type of music, depends for its charm and appeal on beautiful melody, distinct individuality, highly skillful arrangement and perfect playing. Listeners cannot be completely stirred and pleased if a dance-musical composition is deficient in any of these indispensable qualifications. Beauty of melody is probably the greatest essential of all. The public always responds to really beautiful melodies instantly and enthusiastically. And the orchestras find much greater delight in playing songs and dance numbers that appeal to them emotionally, musically and aesthetically. Fortunately, the recent music-compositional output is distinguished by many unusually fascinating dance melodies!"

ALAN ROBERTS: "Radio has probably had more effect upon the living habits of the country than any other social influence in recent years. Dialers have changed their retiring hours in order to hear late variety shows and late orchestras. More people get religion via the airwaves than ever attended church. And so many other changes: in speech, in thought and in attitude."

"Wheaties Champions of Harmony"

KAY & BUDDY ARNOLD

Sponsored by General Mills

WMCA

2:30-5:30 Daily

RADIO PERSONALITIES

No. 57 in the Series of Who's Who in the Industry

CHARLES VANDA, west coast program director for CBS, was born June 6, 1903, in New York and was on his way to South Africa with his mother at the age of six weeks. He remained there until he was seven years old, when he returned to Manhattan and entered public school.



A versatile writer and a diplomat, too.....

He was through grammar school at 11 and after his graduation from high school at 14, took a job as office boy with J. Walter Thompson agency.

During the next few years he was working night and day, for while building a solid background in writing, publicity exploitation, he was also working for a degree at the College of the City of New York, and, in what is laughingly referred to as his leisure time, learning how to play a saxophone. His journalism professor at college was H. V. Kaltenborn.

In 1924, Vanda joined an orchestra, toured abroad for six months, returned and joined another advertising agency, did publicity work along the Main Stem, wrote and publicized

a number of eastern radio shows, did a "Critic's Critic" stint on the air; traveled with Jan Garber's orchestra for eight months as business manager, publicity director and occasional tooter; went to California in December, 1930, as a hotel publicist, also did radio writing and broadcasting, was called in by CBS to stage a nationwide publicity stunt involving Benay Venuta, whose sister he met and married; subsequently was offered the post of west coast publicity director, then to his present title.

Once was radio feature writer on one newspaper and at the same time drama reviewer on a rival sheet, holding the two jobs for over a year through his gift of diplomacy.

★ Program Reviews ★

"Beyond the Horizon"

NBC's Eugene O'Neill cycle got off to a good start on the NBC-Blue network Monday night with the playwright's famous one-act drama, "Beyond the Horizon," starring Helen Hayes, with James Meighan, Neil O'Malley, Parker Fennelly and others in support.

Miss Hayes, who long ago established her claim as a front rank radio actress just as she is on stage or screen, took the acting honors, although both Meighan and O'Malley did fine work as the rival brothers in love with the same girl.

The play, unharmed by any pruning necessities, was ideal for radio presentation, containing plenty of human interest, drama and progression of action to hold the dialer's interest.

As in the case of all good works that are written primarily as stage plays or books, a full appreciation of an offering of the O'Neill type requires attentive listening as compared to the casual attention accorded the general run of music, variety and hokum melodrama programs.

Once the vast radio audience, or at least a good part of it, is habituated to this careful listening to high-class drama programs, both appreciation and demand for such radio fare will take a spurt.

"Taming of the Shrew"

Edward G. Robinson did one grand job of taming in the CBS presenta-

tion of Shakespeare's "Taming of the Shrew" on Monday night. And Frieda Inescourt, the lass who was tamed, submitted to the process in a very effective manner histrionically. So, insofar as these two leading players were concerned, the performance was equally as interesting as the NBC version of the "Shrew" only a week earlier.

Robinson is no slouch at slinging the Bard of Avon's lines. He won his Shakespearean spurs long before going into movies. Miss Inescourt is a likewise qualified actress.

People's Medical League

Intended to obtain private medical and dental care for persons with low incomes, The People's Medical League went on the air over WBIL on Monday at 6:45-7 p.m. with a weekly talk in which prominent persons will be heard. Initial program had Judge John R. Davies, president of the National Republican Club and president of the Chinatown Missionary Society, speaking on "Medical Care for People of Low Income."

Pointing out that the majority of persons receive inadequate medical care, while many never get any medical attention at all, Judge Davies explained the activities of the League, which is a cooperative non-profit organization that makes private doctors available at reasonable rates fixed by the league.

The same program is presented Thursdays on WOV.

AGENCIES

APPPOINTMENT of Jay Lewis Associates as the committee's public relations and radio director for the Progressive City Committee in the coming campaign for the re-election of Mayor LaGuardia was confirmed yesterday by Maurice P. Davidson, chairman of the committee. Lewis handled the same job for the Progressive National Committee during the last presidential campaign. The exact radio schedule which will be used has not as yet been determined, but it is definite that WOR will be the first local New York outlet used. A budget is at present being readied for radio expenditures. Lewis will place all newspaper as well as radio advertising for the committee.

McKEE, ALBRIGHT & IVEY, Philadelphia, grabs off the Philadelphia & Reading Coal & Iron Co. account, effective Sept. 1.

VIEWPOINTS

Radio Was Never Intended For Entertainment Alone

"When radio made its first appearance it presented a type of program which immediately classified it as an entertainment medium, first, last and always. This malappropriate classification resulted in a long period of adjustment during which radio broadcasters were forced to fight an 'unwritten' law which made radio's fields of endeavor bounded from entering the public service efforts which radio so justly should have.

"We can trace the development of radio in the minds of the public from the early 'fad' of crystals and 'battery sets' up to the modern up-to-the-minute all-wave sets. But while we do this, we should remember that the real powers behind radio never intended the medium for entertainment exclusively. The value of news dissemination, not only for perfunctory enlightenment, but for times of stress such as the recent flood situation which was immeasurably aided by radio; the value of education information in all its phases by expert teachers in literature, language, science, etc.; the value of political debates which make it possible to see all sides; and the value of religious programs, making all denominations equal, assure the public of some of the numerous public services which radio has tried to offer.

"With television just a short way off, it might be well to consider some of the advantages, other than entertainment, which will accrue."—LEE WILEY.

RALPH KIRBERY

"The Dream Singer"

MANAGEMENT

WILLIAM MORRIS AGENCY

BILL MURRAY



CARLTON KELSEY, Chicago CBS musical director, turned down an offer from Honolulu Broadcasting Co. to become musical director of KGMB. Raymond Johnson has asked to be relieved of his assignment in "Today's Children" and has been replaced in that serial by Robert Barron.

George Livingston, Chicago CBS press department, escaped unhurt when his car was demolished in an accident near Cairo, O. Livingston was driving to New York on his vacation. He completed the trip by train.

Fibber McGee and Molly (Marian and Jim Jordan) left for Turtle Lake, Winchester, Wis., following Monday's broadcast for four days of relaxation.

Franz Pfau, NBC staff pianist, has been added to "National Barn Dance" musical aggregation to assist John Brown.

King's Jesters, currently at the La Salle Hotel, open an engagement at Blossom Heath Inn, Detroit, Aug. 13. They will be back at the La Salle on Sept. 4.

Jack Simpson of the NBC page staff, is the latest graduate of Everett Mitchell's announcing school for page boys. Simpson will join the announcing staff of WJDX, Jackson, Miss., in a week.

Joe Allabough of WJJD vacationing at Lake Simcoe.

Paul Luther, WBBM announcer, and Actor Bill Bouchev went fishing on a recent weekend and caught 58 fish between them.

Herb Futran, author of Sunbrite Junior Nurse Corps show, back in Chicago after New York visit.

Eleanor Fuller, one of the three women in American radio to possess a radio operator's license, has arrived from Kansas City to be secretary to Hal Makelim, WIND sales manager.

Elec and Radio Expo Put Off to April 20

National Electrical and Radio Exposition, originally planned for September at the Grand Central Palace in New York, has been postponed until April 20-30 of next year.



Greetings from Radio Daily

August 4

Alan Kent
Frank Luther
Carson Robison

STATIONS OF AMERICA

Highlights in the Development of Outstanding U. S. Radio Stations:
No. 56 of a Series

WBOW—Terre Haute, Indiana

1290 Kilocycles—250 Watts Day, 100 Watts Night

(FCC Examiner has just recommended granting of 500 Watts night and 1000 Watts day on 1290 kc.)

W. W. BEHRMAN, Director

WBOW, the middle west's youthful and enterprising station, with its comparative low power, serves the natural valley of Western Indiana and Eastern Illinois, which is well known as the "Wabash Valley."

Originally in the hands of the Rose Polytechnic Institute, WBOW started broadcasting its programs in 1928 under the call letters of WRPI. The station's identification was later changed to WBOW in honor of Paul Dresser's famous song, "On the Banks of the Wabash." The melody is now the station's theme song—although it cannot be said that WBOW is the station made famous by the song. WBOW frequently offers its kilocycles for rendering public service and to date has an exceptional record for its community activities. Sponsors are aware of the outstanding promotional programs and vie for commercial tie-ins.

WBOW is considered the local pioneer of many radio activities and is referred by the industry's magnates as the "test tube" station, since it serves a typical mid-western area, with diversified industries and above average buying power.

In February, 1937, WBOW joined the NBC fold as a basic supplementary to the Red and Blue networks.

Programs That Have Made Station History

No. 19—WRBL's "Barn Dance."

"GOING To The 'Barn Dance' Tonight?" — that's the question asked all day long on Saturday, among young and old, in Columbus, Ga., the oldest industrial center in the South and still one of the leaders.

"Barn Dance" is broadcast every Saturday from 9-10 p.m. over WRBL. So many desire to be at this special Saturday night get-together that it is necessary for Jim Woodruff Jr., manager of WRBL, to arrange to broadcast the program by remote from the local Police Armory to accommodate the crowds.

In addition to the large listening-in audience in Columbus and surrounding territory, the show is eagerly awaited and enthusiastically received by thousands of industrial workers in other parts of Georgia and in certain counties in Alabama, as proven by the constantly exceedingly large weekly mail response.

Interest in the program is further enhanced by the fact that the talent, comparing favorably with national performers, is drawn from Columbus and sections reasonably close thereto.

At present "Barn Dance" is sponsored locally, but it has been so built-up through interesting tie-ups to make it an attractive buy for any national or sectional concern whose product is largely consumed by industrial workers and members of their families.

NEW BUSINESS

WBT, Charlotte

General Elec. Supply Corp., Richmond, three 15-min. programs weekly, four months; Schlitz Brewing Co., 26 one-minute disk announcements, through McJunkin Adv'g Agency, Chicago; American Memorial Co., Atlanta, 26 announcements, through Groves-Keen Inc., Atlanta; Chatham Mfg. Co. (suits), Winston-Salem, N. C., three 15-min. programs weekly, three months, through Cahn, Miller & Nyburg Inc., Baltimore.

WIP, Philadelphia

Macfadden Publications; Dr. Lock Co. (shoes), through Harvey Best Agency; Foot Health Institute; Philadelphia Dairy Products Co., through Scheck Agency.

BOSTON

The Happy Sisters, harmony trio, leave WBZ today to go on tour with Rudy Vallee, joining him when he plays a dance date at Bal-a-l'air just outside of Worcester.

The Rhythm Girls from Springfield with Sandy MacFarlane will replace the Happy Sisters on "Swing Sereenade" heard over NBC every Thursday from WBZ.

Batchelder - Whitmore Coal Co. signed for a series of five-minute dramatized news programs on WEEL.

WOR, Newark

Florence Stove Co., Gardiner, Mass., through William B. Remington Inc., Springfield, Mass.



IRENE RICH, who starts broadcasting from Hollywood on Aug. 13, and two days later will shift from a Friday spot to a Sunday period at 9:45-10 p.m. EDST over the NBC-Blue network, will have chalked up a total 150 weekly dramatic programs for her sponsor, Welch's grape juice, on Aug. 13.

Charles Winniger, the Cap'n Henry of Maxwell House's "Show Boat" heard Thursdays at 9-10 p.m. EDST over NBC-Red network, will turn singer on tomorrow night's program. He will lead off a medley of "Sing Tunes" with Tommy Thomas, Verginie Verrill, Jack Haley and Hattie McDaniel, with Meredith Willson's orchestra tooting in and Warren Hull looking on.

Mady Christians, star of the European and American stage and screen, and one of the most brilliant products of Max Reinhardt's Theater, will play the role of Goneril, one of the wicked daughters in "King Lear," fifth production in Columbia's Shakespeare Cycle, to be heard over CBS network on Monday at 9-10 p.m.

FCC ACTIVITIES

APPLICATIONS RECEIVED

Times Printing Co., Chattanooga. CP for new station. 1120 kc., 500 watts, 1 KW. L.S., unlimited.

Columbia Broadcasting System, New York. CP for new relay station. 39700, 39900, 41400, 40800 kc., 55 watts.

Ben S. McGlashan, Los Angeles. CP for new relay station. 1622, 2058, 2150, 2790 kc., 10 watts.

World Radio Sets

(Figures compiled recently by U. S. Department of Commerce, Electrical Division, Bureau of Foreign and Domestic Commerce).

Country	Sets Owned
United States	30,000,000
United Kingdom	10,000,000
Germany	8,000,000
France	2,626,000
Czechoslovakia	928,000
Canada	867,000
Belgium	746,000
Australia	745,000
Denmark	651,000
Italy	530,000
Poland	519,000
Switzerland	434,000
Hungary	365,000
Soviet Union	350,000
Mexico	250,000
Norway	240,000
New Zealand	194,500
Rumania	150,000
South Africa	137,000
Finland	144,000
Uruguay	115,000
Ireland	104,000
Cuba	100,000

ORCHESTRAS - MUSIC

IVAN EPPINOFF and his orchestra, a Music Corp. of American band from the Chicago field, has been signed by Ford Billings, managing director of the California Radio System, to a contract as permanent staff orchestra of the network's Hollywood studios. It will be heard frequently over the Orange network. Eppinoff also has been named musical director of the studios.

Xavier Cugat will bring his entire orchestra to the mike when he guest stars for Ben Bernie on Aug. 14 over the NBC-Blue network. Bernie will be in Saratoga that week, watching his horse perform, and the broadcast will originate from the Arrowhead Inn at Saratoga Springs. Vincent Lopez and Clem McCarthy, the sports commentator, also will be on the same American Can program.

Chick Adams, arranger for Abe Lyman, has been deputized by the maestro to scour old music shops, libraries and files for more old waltzes to add to the vast Lyman collection.

Shandor and his "magic violin" together with an accordionist, have been set by Bill Burnham of CRA to open tomorrow at the Bennett Hotel, Binghamton, N. Y. Shandor recently signed a CRA management contract.

Jan Savitt, KYW musical director, and Gene Irvin, of the radio piano team of Mann and Irvin, have placed their most recent collaboration, "Behind the Eight Ball" with Lutz Brothers Music Co.

Blue Barron and his orchestra have been set by the Cleveland office of CRA to play the famous Castle Farms in Cincinnati on Aug. 21 and 22.

C. S. Rose, operator of the Modernistic Ballroom, State Fair Park, Milwaukee, and the Futuristic Ballroom in downtown Milwaukee, visited Charles E. Green, president of CRA, in New York this week. Rose operates rides at the Dallas exposition and is also interested in amusement parks at Detroit and Louisville.

Bobby Grayson and orchestra playing a week's engagement for CRA at Mission Inn, Latrobe, Pa. On Aug. 6, he opens at the Willows in Pittsburgh.

Louis Panico of "laughing trumpet" fame and his orchestra opens an engagement for CRA at the Chase Hotel in St. Louis on Aug. 6. Panico recently closed at the Oriental Gardens in Chicago.

Horace Heidt has been set for a week at the Earle Theater, Philadelphia, starting Sept. 10.

Ted Tinsley replaces Bobby Lee at the Parrish Cafe, Philadelphia, on

Aug. 18. Spot has a WDAS wire, airing nightly.

Lee Shelley opens August 7 at Hunt's Ocean Pier, Wildwood, N. J., remoting via WIP, Philadelphia.

Charley Kaley, violinist-singer formerly featured with Abe Lyman and more recently with his own band, will be co-director of Sammy Cohen's new comedy dance band which is being produced by the Hollywood office of CRA. Cohen, famed as a comic in pictures, will direct the band in comedy and novelty numbers, and Kaley will handle the musicians in straight dance tunes.

Al Shayne, the "Ambassador of Song" now at the Pavillon Royal in Valley Stream, L. I., has made a new recording of "My Cabin of Dreams."

Austin Wylie and his orchestra just closed a successful engagement at Chippewa Lake, O., and plays one nighters for CRA in the middle west before going into Lakeside Park, Dayton, for CRA, on Aug. 22.

Gerald Nierman of Lakeside Park, Dayton, has signed to use Consolidated bands exclusively during the month of August. CRA bands already set are Blue Barron, Austin Wylie and Ed McGraw.

King's Jesters with Marjorie Whitney open a three-week engagement for Ed Fritz at Blossom Heath Inn, Detroit, on Aug. 13, following Jerry Johnson, another CRA attraction.

Earl Hines and Fletcher Henderson, famed colored orchestra leaders both of whom gained fame at the Grand Terrace in Chicago, will appear on the platform for the first time together at Indianapolis on Aug. 27. Consolidated has arranged a "battle of music" between the two bands at Tomlinson Hall in Indianapolis.

Lou Blake and his orchestra have been set by the Chicago office of CRA for an extended engagement at the Chez Paree, Omaha, opening tomorrow.

Dramatize Library

In order to interest the general public in good literature, the use of the public libraries, and for the purpose of acquainting listeners to various historical personalities, the program "Treasures Next Door" is presented by WGL, Fort Wayne, at 8 p.m. CDST on Fridays. This broadcast is in the form of a play, taking the audience up to the climax of the plot, and then urging the listeners to complete the story from the book in their libraries.

... Radio's own daily newspaper modestly presents a series of 100 unsolicited testimonials as to what Radioland thinks of RADIO DAILY.

RADIO ART

New York City

"... I look forward to receiving RADIO DAILY daily. It seems to get better all the time."

Charles R. Tighe

THE SHEBOYGAN PRESS

Sheboygan, Wis.

"... We believe RADIO DAILY to be a very worthwhile resume of happenings in the radio field. There is a place for RADIO DAILY."

H. H. Born

UNIVERSAL PICTURES CORP.

New York City

"... RADIO DAILY is a very well produced newspaper and one that thoroughly covers and supplies its field."

Paul Gulick

Director of Publicity.

... RADIO DAILY is six months old. It is growing fast. It already has the confidence of a great progressive industry. Watch RADIO DAILY.

PROMOTION

Veedol Amateur Contest

Veedol dealers are sponsoring "The Veedol Amateur V'ieties" over KSD, St. Louis, for 13 weeks starting Aug. 7 at 9-9:30 a.m. Eight contestants will be heard on each program, and voting in the contest will be on special ballots obtainable from dealers of Veedol products. Grand final program will be aired from the stage of the St. Louis Theater. Weekly winners get a three-month course in radio and stage training at the Meglin-Fanchon & Marco theatrical school, and there is a grand cash prize.

Civic Activity Cited

Taking one series from its year of activities, WCCO has put out a 24-page promotion booklet on its "High School Students on the Air," which the station cites as indicative of its community-mindedness.

The school program was chosen to put across the story of safety on the highways. Booklet depicts the problem and the procedure employed in coping with it. There are numerous illustrations of the program in preparation, in rehearsal and on the air; commendatory comments on the good work done, etc.

OKLAHOMA CITY

Marvin Thomas, formally with WISN, is now chief engineer at KOMA.

Bill Kaan, musical director for KOMA, is on vacation in Texas and Mexico.

Wade Hampton Spears is relief operator of the KOMA station control board.

Bruce Howard is head control board operator for KTOK, Mutual outlet.

Bob Elliston and Ed Shelton, baseball announcers of KFXR, have been putting the Wheaties program over in a big way.

"Sparky" Sparks is the little fellow that gets things done at KFXR.

ONE MINUTE INTERVIEW

HARRY CONN

"My advice to script writers for radio is to travel over the country, —to learn another man's language. Find out whom you're talking to and talk plainly to them. All you have to do to be a wit to-day is state facts. Life itself is funny. Broad comedy has the greatest appeal for public; but the humorists make more money than the specialists in low comedy, and always will."

★ Coast-to-Coast ★

BETTY ITO, Japanese-American radio actress, who first appeared over NBC networks in the "Jack Armstrong" program, has been signed as an NBC contract artist and now is playing the role of Alice Carter in "Young Hickory," dramatic serial heard Mondays through Fridays over the NBC-Blue Network at 11:15 a.m.

KIRO, Seattle, has a new four-times-a-week program titled "Julie of the Thrift Co-op," with former Julie Day, sponsored by the newly formed Thrift Co-op of Terminal Sales Building, new cooperative set-up for merchandising of many commodities.

WISN, Milwaukee: Ralph Weil, sales manager, is cruising in southern waters as far as Panama . . . Gaston W. Grignon, manager, back from a visit to relatives in Canada . . . Therese Meyer, organist, recently celebrated her fifth year on the station.

Don Prindle, formerly with KOL, Seattle, is back there on a visit while vacationing from his job of writing radio gags for Joe Penner. He returns to the Penner stint in October.

Leo Bolley is pinch-hitting for John Sheehan, sportscaster at WGY, Schenectady, while the latter is on vacation.

WICC, Bridgeport: Joe Lopez starts his vacation Aug. 9 . . . Dot Whitehead takes her recess same date.

In a recent contest during the "Guess Who" program, in which listeners were asked to name their favorite WTMJ program, Heinie and his Grenadiers were again chosen by more than 50 per cent of the listeners' writing. "Friendship Circle" with Uncle Ben, WTMJ's afternoon variety program, was voted the favorite by 30 per cent.

William Stoess, music director of WLW and WSAI, Cincinnati, had a narrow escape in a mountain flood while on a vacation trip.

Benay Venuta, now enroute to Tahiti, will be back in time to start a new Mutual program in November.

Bill Benning, maestro at WTMJ, Milwaukee, has his hands full while assistant musical director Frank Werth is on vacation.

Don Dunphy, WINS sports announcer who is now vacationing, will have six guests pinch hitting for him during his absence from the daily sports program broadcast at 6:30. Dinty Doyle, radio editor of the New York Journal-American, will inaugurate the parade of guest announcers tonight. Ernie Quigley, supervisor of the National League umpires, will broadcast tomorrow evening. Wednesday evening will bring Mark War-now to the microphone. Pottsy Clark,

coach of the Brooklyn Dodgers Football Team, will be Thursday night's guest. George Wynn, editor of the Boxing News, is to do the broadcast Friday and Saturday's guest will be Major Sport of the WINS staff.

Uncle Don will conduct the finals on his annual "Healthiest Child" contest today at Palisades Park.

WADC, Akron: Ruth Ritchie's "Health, Beauty and Charm" renewed for 13 weeks by Ohio Edison Co. . . . New dramatic department under direction of A. W. and Joyce Benner McGrath is producing shows that are clicking with local fans. . . . Pearl Fair of the commercial dept. back from vacation, and Program Director "Red" Hageman departs. . . . Station plans to cover both the regional and the national Soap Box Derby next two Sundays.

Announcer John K. Chappel of WOW, Omaha, has left on a trip to Europe. Mrs. Chapel left several weeks ago and will meet him in Ireland. Together they will visit Denmark, Finland, France, Switzerland and possibly other countries.

WFBM, Indianapolis: Announcer John Holtman of "Early Bird" and "Tea Time" programs heads north for vacation. . . . Salesman Gene Barth just back from his, and co-worker Al Logan departs. . . . Mr. and Mrs. Roger Bean (he was a pioneer announcer here with brother Harold) visit studios and renew acquaintances. . . . Word of informal "Hoosier Circle" rendezvous in Chicago reaches here as ex-WFBMers get together in Windy City. CBS-Chicago claims Announcers Ken Ellington and Don Hancock, Woman Newscaster—Ruth Brine and Engineer Ed. Knight, while NBC-Chicago holds title to Announcer Durward Kirby!

Gene Morgan, who played the part of Daniel Webster in "Daniel Webster and the Sea Serpent" on last Sunday's Columbia Workshop presentation over CBS, has been getting a lot of congratulations for a swell job.

William H. (Billy) Repaid, announcer on the staff of WJBK, Detroit, is getting ready to tread the middle aisle. He obtained a marriage license in Detroit to marry Nellie Mae Master.

Added to Latin Amer. Dep't

B. Charles-Dean, president of British American Productions Inc., has appointed Sergio Rojas to the Latin-American radio department for continuities and translations.

Added facilities for programs for English speaking countries including Great Britain and Australia have been completed with the formation of a stock company for both musicals and dramatic and comedy script shows.

Coming Events

Aug. 4-5: Stewart-Warner Corp. dis-tion under auspices of Institution of Radio tributors' convention, Edgewater Beach, Chicago.

Aug. 12: American Radio Telegraphists Ass'n meeting, Hippodrome, New York.

Aug. 23: Credit Retailers' Ass'n of America annual convention, Hotel New Yorker, New York.

April 28-30, 1938: American Ass'n of Advertising Agencies 21st annual meeting, The Homestead, Hot Springs, Va.

Sept. 18-27: International Radio-Television Exposition under auspices of S.P.I.R., Palais de Foire, Lyons, France.

Oct. 21-22: American Ass'n of Advertising Agencies Pacific Coast Convention, Hotel Del Monte, Del Monte, Cal.

Nov. 26: Inter-American Radio Conference, Havana.

Dec. 8-12: Eighth Annual International Radio Club Party, Havana.

Feb. 1, 1938: International Telecommunications Conference, arrangements being made by General Manager of Egyptian State Railways, Telegraphs & Telephones, Cairo, Egypt.

April 4-14, 1938: World Radio Convention Engineers (Australia), Sydney, Australia.

April 20-30: National Electrical and Radio Exposition, Grand Central Palace, New York.

ATLANTIC CITY

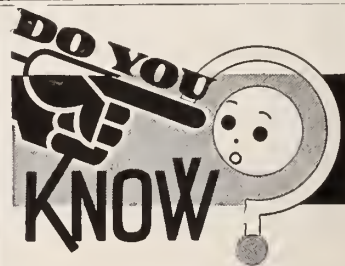
Ayella musical family, heard locally over WPG and on WIP, Philadelphia, presenting kiddies shows this week at Steel Pier. Dave Tyson, former announcer for WFIL, Philadelphia, produces the offerings.

French Casino opens with Pat Costello and his orchestra handling the music assignment.

Charlie Johnson's swing band from Small's Paradise Club gets a WPG wire for Tuesday and Thursday mid-night remoting.

Jan Savitt, musical director of KYW, Philadelphia, concludes a return engagement at Million Dollar Pier with his Top Hatters, and is back at his regular radio duties.

Claire Majette, former singing star of the CBS "Evening in Paris" show, is guest headliner at the Club Nomad's floor show.



Victor Bay and Andre Kostelanetz came to this country on the same boat—both unknown musicians.



RADIO DAILY

Serving the Better Interests of Commercial Radio and Television



VOL. 2, NO. 25

NEW YORK, N. Y., THURSDAY, AUGUST 5, 1937

FIVE CENTS

Buick Signs Louis-Farr Match

TREMAINE SAYS SERIALS DRAGGED OUT TOO LONG

Serial dramas on the radio, as a whole, are kept running too long for the good of all concerned, including the listening public, in the opinion of Les Tremayne, star of "First Nighter", who has worked in practically every dramatic show emanating out of Chicago studios in the past five years. Tremayne unburdens himself as follows:

"Radio's daily dramatic serials run for too long a period. Some of these shows have been on the air continuously for five years and longer. Con-

(Continued on Page 7)

Starting Date for Lux Definitely Set Sept. 13

CBS yesterday officially confirmed the starting date of the new Lux Radio Theater broadcasts as Sept. 13. Program will follow the same policy as in the past, presenting film stars in complete dramatic presentations each week. Program will be heard over a coast-to-coast CBS network Mondays at 9-10 p.m. Cecil DeMille is in charge of the broadcasts.

Start Construction Soon On CBS Studios in Frisco

West Coast Bureau, RADIO DAILY

San Francisco — Construction on the new CBS studios in the Palace Hotel here, involving an outlay of about \$350,000, is all set to begin early this fall, according to Donald W. Thornburg, CBS vice-president in charge of Pacific Coast. The layout, now in blueprint form, will have five studios, executive offices, program department, announcer's lounge, music library, publicity department and engineering departments.

Superstitious

First series of disks recorded for Montgomery Ward's "Neighbor Jim" numbered up to 25, but actually there were only 24 transcriptions.

It appears that there was no disk numbered 13, the reason apparently being that somewhere among the executive personnel of the mail order house organization there is a streak of superstition.

For Late Sleepers

Alun Williams, who recently adopted the idea of opening his daily 7 a.m. "Early Risers" on WMCA by setting off an alarm clock, has now added "humming" to the program's routine. Most folks like to hum when they do their morning ablutions, sez Alun, who reports many requests now for him to "hum" instead of sing.

EXTENSIVE RADIO DRIVE BY PEACE ORGANIZATION

World Peaceways, Inc. yesterday revealed plans for an extensive drive via radio this fall. Organization, strictly of a non-profit nature, is having no difficulty in garnering time on independent stations all over the nation, it was said. First of the new series of broadcasts is scheduled to begin over WNEW Aug. 8, with W. P. Ainsworth, director of information, doubling as commentator. Broadcasts will be aired as a weekly feature every Sunday thereafter at 10:45-11 a.m.

Other weekly live show scheduled for New York area will be heard over WQXR beginning in September.

(Continued on Page 3)

Science Series Fan Mail 75 Per Cent from Women

Upsetting the general belief that men are more interested than women in science subjects, the National Radio Division of the WPA Federal Theater, which has been presenting "Pioneers of Science" over WHN every Thursday night for the past year, discloses that 75 per cent of the mail, telegrams and phone calls received in connection with the series are from women.

(Continued on Page 3)

Chevrolet Still Undecided On Makeup of New Fall Show

Transcription Accounts Continue to Disk Series

Several musical electrical transcription accounts are continuing to make new recordings, including Montgomery Ward's "Neighbor Jim" program, recorded at RCA studios by NBC.

(Continued on Page 3)

Exclusive Contract Closed for Airing Heavyweight Championship Bout Over NBC Red and Blue Webs

CBS DRAMATIC SERIES SET BY ROGERS BROS.

The 1847 Rogers Bros., manufacturers of silverware, last heard this spring over an NBC network with Josef Cherniavsky and soloists, yesterday announced that it will return to the air beginning Oct. 3 with a new series of dramatic programs. Series, to be known as "The Silver Theater," will be heard over a CBS network of approximately 40 stations from coast to coast. New policy will feature stars of the stage and screen in specially adapted novels and short stories. Young & Rubicam is the agency.

The program will be known as the "Silver Theater."

Hathaway Bakery Spots Renewed on 8 Stations

House of Hathaway Bakeries in New England has renewed their one-minute radio programs, dramatizing historical highlights of that section of the country, for a 22-week period on eight stations.

The programs, produced by The W. E. Long Co. of Chicago, will be heard over WBZ and WWEL, Boston; WPRO and WJR, Providence; WMAS, Springfield, Mass.; WIBX, Utica, WFBL, Syracuse, and WORC, Worcester.

Programs will be heard six times a week and on some stations as often as three times a day.

Buick Motor Co. yesterday signed an exclusive contract with NBC for rights to broadcast the coming world's heavyweight championship between Joe Louis and Tommy Farr. As in the past three fight broadcasts aired by Buick, the entire facilities of both the Red and Blue NBC networks will be used. The fight is scheduled for Aug. 26 in New York. Exact time and number of stations to be used has not as yet been determined.

Also up for decision is the selection of the two commentators who will

(Continued on Page 3)

LEHN-FINK SIGNS SPOT FOR 3 SHOWS ON CBS

Lehn & Fink has signed with CBS for 45 minutes in which to run three shows directed at women listeners. Programs, which will start Oct. 4 and be heard at 4:45-5:30 p.m., will plug Hinds, Lysol and Pebecco. A Hinds' script show, now heard over WLW locally, will expand to the network. Other two programs are the

(Continued on Page 3)

President Taking To Air In Court Change Fight

In what is reported to be the opening of a radio campaign by President Roosevelt to gain support in his fight for a change in the Supreme Court, the President will speak over the major networks on Sept. 17.

(Continued on Page 3)

WBNX Slogan

WBNX, "America's Leading Foreign Language Station", has adopted the slogan "The Station That Speaks Your Language", which is included in the station identification. Eleven languages are currently represented in WBNX programs, namely: German, Italian, Spanish, Jewish, Polish, Czech, Greek, Ukrainian, Russian, Portuguese and English.



Vol. 2, No. 25 Thurs., Aug. 5, 1937 Price 5 Cts.

JOHN W. ALICOATE : : : Publisher

DON CARLE GILLETTE : : : Editor

MARVIN KIRSCH : : : Business Manager

Published daily except Saturdays, Sundays and Holidays at 1501 Broadway, New York, N. Y., by Radio Daily Corp., J. W. Alicoate, President and Publisher; Donald M. Merseau, Treasurer and General Manager; Chester B. Bahn, Vice-President; Charles A. Alicoate, Secretary; M. H. Shapiro, Associate Editor. Terms (Post free) United States outside of Greater New York, one year, \$5; foreign, year, \$10. Subscriber should remit with order. Address all communications to RADIO DAILY, 1501 Broadway, New York, N. Y. Phone Wisconsin 7-6336, 7-6337, 7-6338. Cable address: Filmday, New York. Hollywood, Calif.—Ralph Wilk, 6425 Hollywood Blvd., Phone Granite 6607.

Entered as second class matter April 5, 1937, at the postoffice at New York, N. Y., under the act of March 3, 1879.

FINANCIAL

(Wednesday, Aug. 4)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Am. Tel. & Tel.	171 3/4	171	171 3/4	— 3/8
CBS A	30 3/8	29 1/2	30	— 3/4
CBS B	30	29 1/2	30	— 7/8
Crosley Radio	19 1/2	19 1/2	19 1/2	—
Gen. Electric	57 3/4	56 7/8	57	— 1/4
North American	28	27 1/2	27 3/4	— 1/8
RCA Common	10	9 3/4	10	+ 1/4
RCA First Pfd.	70 1/4	69 3/4	69 3/4	— 1/4
RCA 55 Pfd. B.	(100 Bid)	115 Asked		
Stewart Warner	18 3/4	18 5/8	18 3/4	+ 1/8
Zenith Radio	37	36 7/8	36 7/8	— 1/8

NEW YORK CURB EXCHANGE

Hazeltine Corp.
Majestic
Nat. Union Radio	1 7/8 1 7/8 1 7/8 + 1/8

OVER THE COUNTER

Stromberg Carlson	Bid 13 Asked 14 1/4
-------------------	---------------------

NBC Is Still Dickering On Coast Studio Site

West Coast Bureau, RADIO DAILY

Los Angeles—Denying reports here that NBC had closed a deal for a new studio site at Sunset and Vine, Don Gilman, head of NBC activities on the coast, said yesterday that negotiations are in progress involving a number of locations in Hollywood, but no selection has been made yet.

2 New WQXR Programs

Two new programs start Monday over WQXR. At 8-8:30 p.m. Robert Leech Bedell, organist of the Brooklyn Museum and organist and choir-master of St. Ann's Church in New York, begins a weekly series of organ recitals. At 9-9:30 p.m. the Madrigal Singers, WPA radio division group, begins a weekly presentation of "Music at Nine".

DON KERR

Master of Ceremonies

WMCA

Fox-Fabian Amateur Hour
Harlem Amateur Hour
Paramount Professional Parade

Ideal Sunday Newspaper Radio Page

A Sunday radio page that has built up considerable reader interest because of the complete program data, news notes, personalities and other items contained in the columns, is the department edited by Ina Wickham in The Davenport Democrat and Leader, Davenport, Ia.

In a department headed "What I'd Like to Listen to Today", Miss Wickham gives about two columns of chronological comment on local and network programs. The day's programs on WOC, local station, also are listed in a separate box. Another column is devoted to the outstanding programs for the week ahead. A list of religious features also is given.

Besides photos and stories dealing with network shows, the local angle is touched with "Who's Who at WOC", personality sketches about the station personnel, and when this material runs out candid camera shots will be used. A gossip column headed "WOC Shorts" is written by various members of the station's publicity staff.

The "What I'd Like to Hear" department also is carried on weekdays, giving details of the evening programs as well as listing the local station's schedule.

During the active fall and winter radio season, the Democrat and Leader expands its Sunday radio department to two pages in order to handle the news and ads.

WBT Staff Men Disport In Latest Dance Craze

Charlotte, N. C. — Grady Cole, WBT's "Favorite News Commentator of the South," and Fred Kirby, star hillbilly of the station, have contributed their quota of effort to the new dance craze known as the "Big Apple." At a recent South Carolina tobacco festival, Kirby donned his cowboy regalia and went into a nifty Suzy-Q with a tobacco belle, with Cole calling out the figures, while thousands watched them. The performance was staged on an elevated platform in a downtown street.

Predictions are that the "Big Apple," newest dance sensation of the Carolinas, will sweep the nation like the Charleston, the shag, etc. "Big Apple" originated in an abandoned church in the negro quarter of Columbia, S. C. It has the savage rhythm of the tom-tom, the fascinating beat of the jungle and the slow grace of a Virginia waltz. In fact, it is a perfect combination of all known dance steps and everybody will be able to do at least a part of it on first sight or hearing.

Auerhaan Leaves WNYC

Joseph J. Auerhaan, who organized WNYC's bureau of public information and special events department in 1934, has resigned as publicity director of the station. Auerhaan has been associated with the newspaper and motion picture fields as well as radio. His future plans are unannounced.

"Doll's House" on WQXR

Next of the Ibsen dramas to be presented by the WPA radio division over WQXR will be "A Doll's House", being aired Tuesday at 9-10 p.m. Donald Macfarlane is the director, with Charles Crumpton handling production.

Wedding Bells at WFBL

Syracuse—WFBL now has a Mr. and Mrs. team on its payroll. Jack Curren, announcer and production man, and Thelma Jean McNeill, assistant program director, were married Aug. 2. Both will continue their radio work.

Civil Service Campaign Uses Air Dramatizations

Cleveland—A novel commercial promotion of a political campaign is the new program series, "Your Civil Servant", presented over WGAR, Cleveland, by Guild Productions, Cleveland radio producing agency. This weekly series of eight broadcasts begins tomorrow on behalf of the Civil Service Employees Ass'n as part of a campaign for votes in the September election on an amendment to give Civil Service employees a pension.

The program is a dramatization of exciting and hazardous incidents that happen on the jobs of city employees. Direct interview is combined with dramatization. The series is designed to demonstrate that city employees are trained and competent civil servants.

CBS Declares Dividend

A cash dividend of 40 cents a share on the present Class A and B stock was declared yesterday by CBS board of directors. Dividend is payable Sept. 10 to stock of record Aug. 27. Stock recently was split two for one.

"Barn Dance" to State Fair

Chicago—Entire cast of the Alka-Seltzer "National Barn Dance", numbering more than 100 performers, plus a half dozen or more production men and technicians, will go to Springfield on Aug. 15 for an outdoor broadcast at the Illinois State Fair. This will be third year that the show has been aired in its entirety from the fair grounds. Thunderstorm broke in middle of the performance, and five elephants uprooted their moorings and went on a rampage. The Barn Dancers had to broadcast the remainder of the program from beneath the platform in the center of fair grounds racing oval.

Jeanne Cohen Takes Month Off

Jeanne Cohen, head of the talent, play and script department of Artists Management Bureau Inc., which handles Paul Whiteman and a long list of radio, stage and screen talent, is taking a month's rest, spending the first two weeks at the Beth Israel Hospital in Stuyvesant Square.

COMING and GOING

HOWARD BARLOW, CBS symphony conductor, leaves Aug. 9 on vacation, with HANS KINDLER of the National Symphony Orchestra, Washington, and PAUL LEMAY of the Duluth Symphony pinching in for him.

MYRON KIRK leaves for Hollywood today.

PAUL WHITEMAN will fly from Fort Worth, Texas to New York to conduct the Gershwin Concert August 9. ROY BARGY will come along to play piano solos.

COLONEL JACK ALICOATE, publisher of RADIO DAILY, sailed yesterday on the Normandie for a month's sojourn abroad.

ARTHUR B. CHURCH, head of KMBC, Kansas City, left yesterday for home after another brief visit in New York.

LARRY GRAVES is vacationing at Old Orchard Beach, Me.

HARRY HERSHFIELD leaves for Hollywood today where he will start work for MGM on Monday.

ANDRE KOSTELANETZ and LILY PONS have arrived in Hollywood.

J. C. STEIN, president of Music Corp. of America, arrives from Chicago today to attend the funeral services for Mrs. Eddy Duchin.

EDYTHE MELROSE of Street & Finney leaves Aug. 13 for Cleveland to appear at the Great Lakes Exposition, where she will emcee the "White Cross" radio show at the Expo auditorium.

MRS. LESTER LEE with her son, BILLY, and mother, MRS. ROSE BARNEY, arrived yesterday from a brief stay in Syracuse.

GEORGE ENGLER, NBC Artists Service head, left last night on his annual vacation.

D. CALDWELL DAVIS, editor of NBC's house organ, The Transmitter, leaves Saturday for Long Island and later to New Hampshire on vacash.

ROGER BOWER, chief of production at WOR, has returned to the station after three weeks at Beach Haven, N. J.

LOUISE WILCHER, WOR organist, has returned from a vacation at Virginia Beach.

JACK LAVIN is back in town after a seven-week rest and visit to folks in the West.

WAGA Starts Schedule In New Atlanta Home

Atlanta—WAGA, established here by Liberty Broadcasting Co., which previously maintained the station as WTFI in Athens, Ga., went on the air this week with a regular schedule, serving as the local NBC-Blue outlet. In modernistic air-conditioned quarters in the Western Union Bldg., the 1,000-watt station has a staff of 24 headed by Jesse M. Swicgood, formerly of WSB, the Atlanta Journal station.

Opera from Salzburg on NBC

The first act of Mozart's opera, "The Marriage of Figaro," with Ezio Pinza of the Metropolitan Opera as Figaro, will be heard in a special international broadcast from the Salzburg Festival in Austria on Aug. 11 at 2:05-2:40 p.m. over the NBC-Red network. The conductor will be Bruno Walter.

In the heart of Radioland—Hollywood's most modern transcription studios

THE AEROGRAM CORP.

"from script to disk"

1611 Cosmo St.

Hollywood

LOUIS VS. FARR BOUT IS SIGNED BY BUICK

(Continued from Page 1)
handle the fight. It is fairly certain that Clem McCarthy will handle the blow-by-blow description, with another speller injecting highlights between rounds. Arthur Kudner is the agency.

Science Series Fan Mail 75 Per Cent from Women

(Continued from Page 1)
tion with this series has come from women.

The so-called aversion of the average listener to educational broadcasts is largely mythical, says George Asness, director of the series. He adds:

"We carefully avoid mentioning the word 'educational'. We simply set out to put on an entertaining program which portrays scientists as the everyday human beings they really are instead of the near-sighted, absent-minded freaks of popular fiction. We present the scientist as a hard-working, serious-minded person faced with the same problems that confront most people in their daily lives. We discovered much in the lives of these men and women that was exciting and entertaining to the public, who in turn discovered that they were being educated in spite of themselves, and liking it."

During the fifty-two weeks which "Pioneers of Science" has been on the air, thousands of letters, postcards and phone-calls have attested to its popularity.

Numerous educational institutions, science clubs, universities and college radio guilds have requested copies of the "Pioneers of Science" scripts for local use. One request came from the Department of Education in Porto Rico. In Delaware, the series is being presented over WDEL, Wilmington, by the Delaware Federal Theater Project.

High Mass on WICC

Bridgeport, Conn.—Starting early in September, WICC will broadcast regular High Mass services on Sundays at 9-10 a.m. from St. Ann's Church. Arrangements were completed this week between Joseph Lopez, WICC supervisor, and Father John E. Riley of the Catholic church. It will be the first series of its kind in this state.

1	9	3	7
SUN	MON	TUE	WED
4	5	6	7
10	11	12	13
14	15	16	17
18	19	20	21
22	23	24	25
26	27	28	29
30			

Greetings from Radio Daily

August 5

Malcolm Claire

★ Programs That Have Made History ★

No. 20—"Crosscuts from the Log o' the Day"

"CROSSCUTS from the Log o' the Day," the oldest program of its kind on the Pacific Coast, celebrated its 2,000th broadcast when it went on the air over a Pacific Coast NBC-Blue Network on Aug. 2 at 10 a.m., PST. This popular broadcast, which originates in San Francisco, is under the direction of Laurance L. Cross, who interweaves his friendly philosophy into a varied group of musical selections.

Evidence that "Crosscuts" is a favorite program among its listeners is the fact that more than 60,000 letters have been received by Dr. Cross in connection with the broadcast. Many of these letters come from far countries and unexpected places, including one from a writer who was sojourning below ground for 100 days in a coffin, and who heard the program and wrote his letter while he was performing his unusual feat. Other letters have come from Central American and European countries, and one missive arrived from Windhoek, Southwest Africa, occupying a huge mail sack in solitary dignity.

The "props" used by Dr. Cross on his program have aroused much interest and response from his listeners. The saw which is a program cue has evoked no less than ten gifts of saws, ranging from a miniature gold one to be used as a watch fob to an eight-foot timber saw sent in by an enthusiastic woodsman. More than 100 bells have been supplied for the "collection" portion of the program, on which Dr. Cross reads letters from listeners.

Another feature which has created much interest on the "Crosscuts" program is the aviary which supplies a barely audible murmur of bird songs throughout the broadcast. More than 100 birds have been kept in the cages during the years "Crosscuts"

has been on the air, and some very rare specimens have made their appearance. A Japanese robin, a Brazilian Trupial, an Indian Thrush, and a South American Bugle Bird are among the unusual birds which have supplemented the usual collection of canaries and wild birds.

Dr. Cross has a large collection of negro stories, numbering more than 3,000. These are sent to him from all over America, particularly the deep South, where he was born. These stories are read when received, and then filed away by number so they can be drawn upon whenever needed.

The 2,000th anniversary program featured the Southern Harmony Four, negro quartet, in a group of spirituals including "These Bones Gwiner Rise," "Water Boy," "De Lord Is Walking," "Run Mary Run" and "Hammering Song." Saunders King, soloist, sang "Lazybones," "Last Round-up" and "Let Me Call You Sweetheart." The "Toreador Song" from "Carmen" was played by the old Music Box, and the Misery Fiddle group played "They Cut Down the Old Pine Tree," "Wreck of the Number 9" and "Down In Jungle Town." "Crosscuts" is on the air every week-day except Saturday.

EXTENSIVE RADIO DRIVE BY PEACE ORGANIZATION

(Continued from Page 1)

Time will be given the organization also by WMCA, WNYC and WOR for special airings.

In addition, 100 scripts will be sent to local stations all over the country weekly by World Peaceways. Scripts, consisting of an analysis and digest of peace news, are to be written and prepared by Dr. J. Max Weis, director of research.

President Taking To Air In Court Change Fight

(Continued from Page 1)

Broadcast will be piped in to dinners being held the same night all over the country by the Good Neighbor League.

Roosevelt's recent setback in his fight for a change in the constitution regarding the court brought a statement from the President that he intended to take his fight to the people. Opposing factions in the government believe that he will do so through the medium of radio.

JOHN EBERSON

STUDIO ARCHITECT



ACOUSTIC CONSULTANT

1560 BROADWAY
NEW YORK CITY

Transcription Accounts Continue to Disk Series

(Continued from Page 1)

New series of 13 follows on the heels of the original 24. Gunther Brewing Co., through Erwin, Wasey & Co., has additional disks for the series on WRC, Washington.

Reliance Manufacturing Co., through Mitchell-Faust Advertising Agency, Chicago, had 13 additional disks made for The Big Yank Roundup, which is heard on 22 outlets. Trans-American is handling the recording. Tangee Hollywood Reporter also has made additional recordings.

Lehn-Fink Signs Spot For 3 Shows on CBS

(Continued from Page 1)

Follow the Moon serial and Dr. Dafoe, who resumes broadcasting on that date after a summer lay-off. Lennen & Mitchell is the agency.

ORCHESTRAS MUSIC

NAT BRUSILOFF, in his new post as musical director at WMCA, will be given a free reign to develop a new musical technique for radio. Brusiloff has had pet ideas on the subject for some time, but this will be his first opportunity to put the ideas into practice. Brusiloff has long disagreed with other musical technicians on the presentation of popular numbers. He contends that the flair for "swing," "jamming" and other mediums of individual stylists in music have entirely subdued melody beyond either "recognition or true interpretation of the composer's theme." "My idea," said Brusiloff, "is simple and fundamental. All I want to do is to play music as it's written. And that's something that just isn't being done in radio. You might call this idea of mine a 'back to the original' movement."

Robert Emmet Dolan had a birthday on Tuesday.

Sammy Kaye is being presented currently with his band in a three-quarter hour program of his "swing and sway" rhythms over WOR and the Mutual network every Sunday at 1:15-2 p.m. On each broadcast Kaye features the singing of Tommy Ryan and the Three Barons along with his unique orchestral arrangements of the popular tunes of the day.

Nick Stuart added five pieces to his seven-man band which he had at Reno and opened at the Mark Hopkins hotel, San Francisco for six weeks, when the Joaquin Grill ork deal didn't jell. Mutual-Don Lee airs him.

Roger Burke has opened in the Persian Room of the Sir Francis Drake Hotel, San Francisco, which was hurriedly readied. He will hold forth there till the 15th.

Leon Mojica and his dance orchestra returned to California's Orange network and KYA programs last night as they took their place once again at the El Patio Ballroom in San Francisco after an absence of several months. Mojica's band has been on tour and during its absence Tommy Tucker's Orchestra has been broadcasting over the Orange net. Mojica's band will be heard over the web again Saturday night.

Though Guy Lombardo first included "That Old Feeling" from "Vogues of 1938" in his program only two weeks ago, the melody will lead in popularity Guy's "Favorite Five" list of musical selections next Sunday. The band leader considers the sudden success of "That Old Feeling" one of the most surprising in his entire 1937 series. Other songs in the "Favorite Five" include these old standbys: "Where Are You," "Blue Hawaii," "Me, Myself and I," and "Stardust."



● ● ● Cartoonist Feg Murray will be featured on the Ozzie Nelson fall show for Robert Ripley's old sponsor....Philco will sponsor "Master Detective Stories" via MBS starting Sept. 7....Lanny Ross does a "Hit Parade" shot this month....George Jessel will break in his air voice for his Mutual series via a shot on the Fall Al Jolson show....Walter O'Keefe, who no longer has Harry Conn scripting, was presented with "Anthony" weighing seven pounds at the Le Roy Hospital yesterday....Ronald Graham left the Johnny Green-Packard show to sing in "Virginia".... What was Mickey Alpert doing at Ruthrauff & Ryan yesterday?...Frances Langford will wed Ken Dolan....Dick Powell pays out 75 cents of every dollar he earns to the government in taxation....Dick Himber has Studebaker to put him on the air again—but there's no time available until Jan....Carolyn Marsh auditioned for Young & Rubicam....Joe "No-blood" Santley becomes professional manager for Mills Music on Monday....Lou Breese will alternate with Russ Morgan at the French Casino....Shuberts want Estelle Taylor for the "Follies"....Lido in Larchmont has had five bands in four weeks....Vincent Travers wired Murray Baker last week: "Remember Murray—Tomorrow Is Another Day'."

● ● ● Thirty members of the studio staff of WXYZ, Detroit, are starting the second week of a golf tournament....The only qualifications are employment at the station and a 50 cent fee....At the present standing Carl Gensel, announcer; Don Djerikiss, baritone, and his brother, Shields, sound technician, are heavy favorites to win the medal score....Jessica Dragonette has been selected by the Wall Paper Institute as the inspiration for a new form of wall decorations especially designed for radio and music lovers....NBC auditioned the most unusual collection of personalities yesterday, with the press invited. Those auditioned were: Isabell Hallin, the x-school teacher of Saugus, Mass.; Mrs. Stella Crater, wife of the missing judge; James A. Bailey, 86, motorman of the original Toonerville Trolley; Rep. Dickstein, Dorothy Kilgallen, girl reporter, and Jacob S. Coxey, leader of the historic "Coxey's Army."

● ● ● Harry Hershfield has been signed by M-G-M as a writer.... Tony Wons' Vicks show which starts Oct. 4 will come from New York.... Joan Merrill, MBSinger, auditioned for "New Faces"....Jerry Kruger, song individualist, stars on the Benny Davis show Sunday....Jerry Blaine with "Streamliners" are set for Brighton Beach....Larry Daniels is thinking about the fur business....Ralph Hitz will spend \$112,000 to renovate the Belmont Plaza's room a la "Glass Hat" at the Congress in Chi....Eddie Heyman will write lyrics to Robert Dolan's theme music....Arthur Boran is booked for the Great Lakes Exposition....Jack Robbins wagered \$1000 with Johnny O'Connor that "Broadway Melody" or "You Can't Have Everything" will outgross "Varsity Show"....Frances Hunt and Lou Bring (who have been married for two years in a hushed manner) are sending out the following announcements on the back of their photo: "We finally decided to make it legal!"

● ● ● Sam Howard, acrobatic star, took over the WJAY swimming lessons airing from Cleveland's Aquacade when Floyd Zimmerman, who started the series, was stricken with acute appendicitis and rushed to the Fairview Hospital before the show. En route to the hospital he gave the attendant the address of Mendel Jones, WHK-WJAY program director, asking to get Sam Howard because "I won't be able to do this for a couple of weeks."

PROMOTION

WMCA's Inventors' Institute

An organization has been formed to provide financial assistance to meritorious inventions introduced on "Your Invention" program conducted by Sam Hammer on WMCA. Known as "The Inventors' Institute" and comprising a board of bankers, industrialists and engineers, the Institute has already capitalized two inventions recently presented on the air. These are: a light magnifier invented by R. I. Johns, which steps up the intensity of ordinary electric bulbs some 50 per cent and a novelty toy invented by Jeannette French.

Members of the Institute, which was formed by Hammer to supply capital, manufacturing and sales facilities to inventors unable to obtain this assistance, include C. S. Frizzell, a Wall Street Investment banker; Sidney Harman, an industrialist; Major H. C. S. Thompson, international financial expert representing both English and American bankers and H. R. VanDevanter, a patent engineering expert.

The program in which inventors and their inventions are presented weekly on the radio is heard regularly on WMCA on Friday nights at 8:30-9 p.m.

Grain Belt Prosperity

Furgason & Aston Inc., station reps, are sending out a full page reproduction from the Aug. 2 issue of Life which shows a picture of a wheat farmer driving in with a hayrack full of wheat bundles. Legend at the bottom gives statistics on the huge harvest and "the \$1,000,000,000 worth of edible wealth," etc.

Superimposed across the left hand corner, on the offset process reproduction, is a memo which thanks Life for telling the story and three F. & A. stations in the wheat belt are listed, plus the primary populations. Outlets are KFYZ, Bismarck, N. D.; KFRU, Columbia, Mo.; and KMMJ, Clay Center, Neb.

WSYR Drama Unit on Tour

Syracuse—WSYR has organized a road show which will play engagements throughout its service area as a promotional stunt. First appearance of the show, which is directed by Fred Jeske, was at the Phoenix, N. Y., Old Home Days. Staff artists are featured and the show closes with an old-time melodrama, first played behind curtains and heard over a public address system, then repeated on the open stage so that the audience may see how a play is actually produced in the studios. Ed Robinson is advance man and publicity agent.

WOAI Knight Kappers

Steve Wilhelm, radio director of the Payne Advertising Agency, San Antonio, is producing the new "Knight Kappers" show over WOAI under sponsorship of Knight Kap Inc.

☆ Program Reviews ☆

"Stringtime"

Jack Meakin, who puts on the satirical "Bughouse Rhythm" over the NBC-Red network from San Francisco, has a different but equally enjoyable program in this "Stringtime" half-hour heard Tuesdays at 6-6:30 p.m. EDST over the NBC-Blue network—being picked up in the east over WJZ just after the brief 6 p.m. news period.

In contrast to the travestied handling of musical pieces and the slyly humorous commenting employed on "Bughouse Rhythm," the "Stringtime" program goes in for straight musical rendition, except that the orchestral setup is confined to string instruments, piano and celeste, and popular numbers form the basis of the broadcast.

Meakin has a gift for both concert and swing arrangement, and the new program is a generally rhythmic and soothing affair, giving new interpretation and putting fresh enjoyment into such numbers as "Honeysuckle Rose," "Blue Skies," "Did I Remember," "There's a Lull in My Life," "They Can't Take That Away from Me," "All God's Chillun Got Rhythm" and other pieces.

"Fur Trappers" (WEEL)

A new voice made its bow to Boston airwaves Tuesday night and it is one of the best this reviewer has had the pleasure to hear. Boston is certainly only a stop-off for her. She is Eleanor Steber and was introduced on the new I. J. Fox show over WEEL. Returning with its new fall series, Fox retained the Fur Trapper setting using Josh and his north woods dialect as emcee.

Miss Steber sang one operetta type solo and joined Frank Sherry, tenor, in a duet. She has a full, rich soprano voice with plenty of range. When she reaches for a high one she hits it squarely on the head. This is her first radio appearance although she has sung with the Chicago Civic opera and in concert.

Other highlights of the half-hour show were Rakov and his orchestra, who turn out tunes in a very pleasing way, and The Rhythm Boys, quartet, who work well together. Another newcomer introduced was Bob Allen.

"Wake Up and Live"

Substituting for Dr. Victor M. Lindlahr, who is on vacation, Norman Brokenshire yesterday took over the mike in behalf of the Journal of Living in the 12-12:30 noontime spot over WOR, WAAB and WEAN on a Monday-Wednesday-Friday basis.

Instead of giving an almost continuous sales talk on health, Broken-shire mixed philosophy, poetry, music, singing and an intimate style of chatter, all blending together very nicely into what seems like a warm-hearted visit by comparison with

Lindlahr's almost metallic monologue.

A feminine vocalist with a pleasing delivery sang a few popular numbers, including "Wake Up and Live" and "I'm Bubbling Over."

Ben Alexander

In a quarter-hour of chatter designated "Not for Ladies," originating in Hollywood and aired Wednesdays at 5-5:15 p.m. EDST over the NBC-Red network, Ben Alexander indulges in rambling comment about a variety of things, apparently picked at random. If genuinely intended only for the men, the program misses the mark, for much of the talk, though about male film stars, is equally of interest to the femmes.

Program is a little too loose and lacking in objective to grip attention. It lacks point and punch, or what might be called "editorial policy." As a talker, Alexander has a pleasing style, but it takes something better than the routine movie fan magazine chit-chat to make a good radio program.

Richard Brooks

A refreshing touch was given by Richard Brooks to his WNEW news comment period at 5:45-6 p.m. yesterday by the prefacing of each item with a "caption," like a newspaper headlines its stories. By reading the caption with a different voice inflection, it produced a nice effect, breaking the monotony of a continuous spiel delivered in one key. Brooks generally is doing a swell job of commenting.

Briefly

Fran Allison, recently brought to Chicago from farther west to take part in the NBC-Blue network's daily "Breakfast Club" and also to fill a 15-minute period of vocals on her own, is catching on very nicely. Good voice and nice mike manner.

Raoul Nadeau, whose baritone voice graces many a spot on WOR-Mutual, was an excellent singer when these ears first heard him, and he's been getting better all the time. There's always a satisfying quota of he-man singing when he's on the air.

"Command Performance", originating at KYW, Philadelphia, and caught in New York over WEA-F-NBC-Red on Tuesday, is a bright batch of musical entertainment, with pleasing vocals as well as good orchestra work.

Those "Spy Stories" put on by the radio division of the WPA Federal Theater over WINS under supervision of Vernon Radcliffe maintain a commendable consistency both as to production efficiency and entertainment value. Next Tuesday night's episode, "Dog Cart Delivery", will employ a cast of 25, which gives you an idea.



JACK PEARL, the famous
Baron Munchausen
of the Radio

PACKARD LEKTRO-SHAVER!

If your idea of a warm-weather picnic is to lather your face with hot water and scrape your sun-burned skin with a razor blade, this ad is not for you. It's addressed to men who want cooler, smoother, quicker shaves for these midsummer days.

The patented smooth round head and four-way shearing action of the Packard Lektro-Shaver will give them to you—now and forevermore. No soap, water, brush, lather or blades. No danger of cuts or nicks—no razor rash or ingrown hairs. It'll shave as close as you want—and you don't even have to take your jacket off.

Better stores everywhere carry Packard Lektro-Shaver. It is one of the many products manufactured by Dictograph Products Co., Inc. \$15

DICTOGRAPH PRODUCTS CO., INC.

580 Fifth Avenue - - - New York, N. Y.
MANUFACTURERS OF PRECISION EQUIPMENT SINCE 1902

AFM's Revised Radio and ET Demands

Following are the revised memorandums embracing the demands of the American Federation of Musicians as submitted to radio stations and phonograph and electrical transcription manufacturers, all of whom have been given until Sept. 16 to work out the situation:

RADIO

1. No records or electrical transcriptions to be used at any stations unless the number of musicians satisfactory to American Federation of Musicians is employed at same.

2. To have musicians employed at radio stations or to have a station use records or ET's of musicians belonging to AFM, such stations must be licensed by the Federation.

3. Radio stations may make records or ET's for audition purposes or for their own record but such records or ET's must not be commercially used. Furthermore, radio stations desiring to manufacture records or ET's must agree to the same rules and regulations as to recording companies or companies manufacturing ET's and be licensed by the Federation.

4. Members of the Federation will not be permitted to play for any broadcasting studio if their services are transmitted to a radio station which uses records or ET's but does not employ musicians.

5. Members of the Federation can only play for employers who use records which are registered and numbered in accordance with the agreement with the recording or transcription companies and the Federation.

6. Members of the Federation can only play for the manufacture of records or ET's if the company, firm, corporation or individual making same is licensed by AFM.

7. Records which are taken from the air or pilfered in any other way are not to be used under any circumstances.

8. Records can only be used at radio stations if same employ a number of musicians satisfactory to AFM.

9. All contracts with radio stations made with members of AFM must be under the conditions agreed upon between corporations making records and such as make ET's.

10. An announcement of a mechanical production must in all cases be clearly made so as to make the public fully aware of same. Furthermore, each program of a broadcast published or caused to be published in a newspaper or trade publication shall indicate clearly those portions of the program which are broadcast from ET's or records.

11. The Federation is ready and willing to permit transmission of music made by its members to a radio station which employs an orchestra and which in addition thereto uses nothing but records made by licensed recording companies. In the event that a sponsored program cannot be put on the air at the exact time allotted to it, an electrical transcription may be made of such program

to be put on the air on the same day but AFM must immediately be advised that such has been done and the record of such transcription must be sent to the AFM to be destroyed.

12. All contracts made by members of the Federation must contain stipulations in accordance with which records can be made and the stipulations under what conditions the services of studio orchestras may be transmitted to other radio stations.

13. In no jurisdiction of any local of AFM can members play for an employer in contradiction of any of the above rules.

14. All contracts between members and radio corporations, stations or networks, or trade agreements between members and radio corporations, stations or networks in order to be valid must be approved by the international executive board of AFM, the president of the Federation or any authority designated for that purpose by the Federation. Furthermore, the contracts must contain all stipulations under which members of AFM can make records or render services for radio corporations, stations or networks.

RECORDS AND ET's

1. Explain the evil of circumventing of employment opportunities of musicians by reason of the uncontrolled use of recording for profit.

2. There is no objection against recordings for home use or in their use for any purpose outside of the U. S. and Canada. However, records may be used in music machines such as are commonly found in candy stores, railroad stations, billiard parlors, etc. They cannot be used in places where otherwise musicians could be employed or where it has the tendency to destroy employment opportunities of musicians.

Manufacturers of phonograph records or ET's may make such for audition purposes or for their own record, but such phonograph records or ET's must not be commercially used, and the AFM must be advised

in each instance when made as is the case with other records.

3. Members of AFM will not in future make records which are to be used for profit unless musicians are employed in the place or establishment where so used. This includes radio, hotels, restaurants, cafes or any other place whatsoever where the use of records has the result of destroying employment opportunities of members.

If recording companies are requested by a sponsor to make recordings for which the sponsor furnishes his own musicians, then such recording companies obligate themselves to do so only on condition that it be done in accordance with their own understanding with AFM, the recordings are only to be used where members of AFM are employed.

Industrial recordings are permitted only on condition that they are not to be used as public recordings but are used solely for the purpose of acquainting with their contents the employees of the industry for which the recordings are made or prospective buyers of the products of such industry. However, they are not to be used at any place or at any time to which the general public is invited.

4. The Federation is ready and willing to permit their use in such places or for such purposes as radio if it comes to some agreement with the employers using such records as the number of musicians to be employed.

5. The dubbing or re-recording of records will not be agreed to by the Federation. However, manufacturers may submit to AFM cases wherein, in their opinion, exceptions should be made, with the understanding that the decision of the Federation shall be final.

6. Members of AFM will only make records under contracts containing these stipulations.

7. The AFM insists that it must be advised of all records made and for what purpose they are to be used (this to appear on the record) with the understanding that records should not be placed at the disposal of an

employer where it has the tendency to destroy employment opportunities or the developing of such.

8. Records henceforth made by each corporation must have a registered number to be filed with the Federation. Before such record is used anywhere for any purpose whatsoever, a clearance permission must be secured from AFM.

Recording companies agree to furnish AFM with their catalogue of recordings already made and advise them from week to week of new recordings made, it being understood that the recordings are not to be used or released before the Federation is so advised. If necessary for the immediate release of such recordings, the Federation to be immediately so advised. This also includes industrial recordings.

Manufacturers of recordings when making report to AFM of recordings made by them, must also send copy of the script of the recordings so that AFM may at all times be advised of what these recordings contain.

Manufacturers of recordings shall at all times, when a request is made upon them by the Federation, to furnish to the Federation a copy of any record made by them inclusive of those pressed in Canada.

9. Requests by employers that musicians should assign all their rights for the use of the master records to recording companies will be considered by the Federation as an attempt to circumscribe the employment opportunities of other members of the Federation and the Federation will not agree to such assignments.

10. Members of the Federation will not render any services at any place where records of any kind are used whether they are new or library records unless some agreement exists with the employer using the records that musicians be also employed in addition thereto.

11. The making of any records by running a line through radio corporation studios or any other place for any other than legitimate purposes, that is, purposes in contradiction with these rules is not agreed to by the Federation.

12. The making of records taken from the air with or without the knowledge of the musicians is not agreed to by the Federation.

13. All recording companies to be licensed by AFM, the license to contain the stipulations under which members of the Federation will make records.

14. Nothing herein must be so construed to rob an individual member of his property right that he may have or may acquire in any of his recordings.

15. In no jurisdiction of any local of AFM can members play for an employer in contradiction of any of the above rules.

16. All contracts to be valid must be approved by the international executive board of AFM, the president or any authority designated for that purpose of the Federation.

INDIANAPOLIS

WIRE has added another NBC-Red network program to its schedule, the "Kraft Music Hall."

Gilbert Forbes, WFBM newscaster, is airing the station's new Midnight Dance Revue, from 12 midnight Saturday until 1 a.m. Sunday.

WFBM has a complicated system of electric clocks on all studio doors now, since a persistent lad tried to sell a newscaster a magazine while the newscaster was on the air with an open mike.

George Engelter, WIRE traffic manager, has resigned. He is succeeded by Medford Maxwell, former general manager WCLS Joliet, Ill.

SAN FRANCISCO

"Ma Perkins," Procter & Gamble (Oxydol) live talent show on KPO, went on KGO via transcriptions Monday.

NBC won't handle the Mark Hopkins Hotel dance remotes. Mutual-Don Lee will.

At KYA, Oakland studios: A new Oakland Chamber of Commerce show will be aired every Sunday at 5:45 p.m. presenting the business man who did the most during the past-week to aid in the progress of Oakland... Les Allen doing regular staff announcing.

Paul Pendarvis, new Palace Hotel ork leader, treated the boys of the press royally at that hostelry Tuesday, August 3.

NEW BUSINESS

Signed by Stations

WOR, Newark

Parker Watch Co., "Sunday Morning Quarterback" featuring Benny Friedman, former Michigan University all-American star and now coach at City College of New York, Sundays at 11:30-11:45 a.m. starting Sept. 12. Program also fed to WGN, Chicago; Weston Biscuit Co., musical program, 52 weeks starting Sept. 26, through Radio Advertising Associates.

WHN, New York

Reliance Manufacturing Co., Chicago, six periods weekly, through Mitchell-Faust Adv'g Co.; Axton-Fisher Tobacco Co. (Twenty Grand cigarettes), six announcements weekly for 13 weeks, through McCann-Erickson agency.

KSL, Salt Lake City

Best Foods Mayonnaise, spots; International Harvester Co., spots; Sears-Roebuck & Co., adds Friday evening to newscasts, making seven weekly.

Shelton Joins WOR in Chi

Chicago—The WOR office here has added John B. Shelton, formerly a member of the sales staff of WBBM, to its personnel. WOR office is under the supervision of Robert Barrett.

Lucy Monroe with Iturbi

Lucy Monroe, who on Saturday and Sunday appeared in two concerts with the Philadelphia Orchestra, has been re-engaged to sing in a special concert of American music to be presented by the Philadelphia Orchestra at Robin Hood Dell on Monday under the baton of Jose Iturbi. The program, devoted entirely to the music of American composers, will feature the late George Gershwin's "Rhapsody in Blue," with Jose Iturbi at the piano. The NBC-Blue network will air the concert at 9:30-10:30 p.m.

Tuesday and Wednesday, Miss Monroe will sing Musetta, the role in which she made her Metropolitan debut, in the Philadelphia Orchestra's two performances of "La Boheme," with Alexander Smallens conducting.

Workshop in "Last Citation"

"The Last Citation," by John Whedon, will be presented Sunday by the Columbia Workshop over CBS at 7-7:30 p.m. Irving Reis will direct the radio play, which deals with a war lord in Heaven.

GUEST-ING

WENDY BARRIE, on Chase & Sanborn Hour, Aug. 8 (NBC-Red, 8 p.m.).

ALICE BRADY, in scene from "Mourning Becomes Electra," on Chase & Sanborn Hour, Aug. 15 (NBC-Red, 8 p.m.).

WMCA Scoop

WMCA scored a news scoop yesterday on the appointment of Mike Jacobs to take control of boxing activities at Madison Square Garden. The story was flashed by Dick Fishell on his 6:30 p.m. period over WMCA, scooping not only the newspaper and radio field, but even Mike Jacobs himself.

Tremayne Says Serials Dragged Out Too Long

(Continued from Page 1)

sider that the average daily script runs about 2,500 words; five days a week makes 12,500 words. Carrying the problem in simple arithmetic to its conclusion you find that in five years the writer of such a show turns out three and a quarter millions of words on one subject, one limited group of characters; a total that makes 'Gone With The Wind' look like a vest pocket edition of the 'Rubaiyat'.

"No story can hold up, maintain its dramatic power over a stretch like that. The story of creation was told in about six hundred words, if I remember rightly. The writer is forced to drag in endless minutiae and trivia in order to keep the thing going. And such inconsequential details spell the death of drama which must concern itself only with essentials. When one of these shows begins to bog down as they all inevitably do the sponsoring agency hires a new writer to try to pump new life into a corpse that has been bled dry. But the show never regains the spontaneity, the spark that made it go. And then there follows a succession of new writers and sometimes new directors, for the latter are often blamed for the situation.

"The fault really lies with the sponsors. Having got a successful show, they don't want to let it drop, which is understandable enough. But it seems to me that there are ways to remedy this condition and provide more and better entertainment for the listeners. One perfectly feasible plan would be for the sponsor to have a stock company and give a new show at regular intervals of, say, every 13 weeks. The problem of finding material for such a series of shows shouldn't prove insoluble. There are thousands of novels that fulfill all the requirements for presentation on the air that could be dramatized and given in installments in this way. And certainly if one of these shows was successful the listeners would be eager for the next one to begin. It works that way on the one-a-week shows like 'First Nighter' so why wouldn't the same thing hold true of the five-a-week program? Such a plan of operation, I'm convinced, would make for a higher standard of work with everybody concerned, writers, directors and actors and would sell more merchandise for the sponsors."

... Radio's own daily newspaper modestly presents a series of 100 unsolicited testimonials as to what Radioland thinks of RADIO DAILY.

WIP

Philadelphia, Pa.

"... I think RADIO DAILY is swell. Keep up the good work."

Murray Arnold

Director of Public Relations.

RUBINOFF ORCHESTRAS

New York City

"... Herewith is an additional subscription to your valuable publication, so that both of our offices will be fully informed of all that is new in this business."

Phil Rubinoff

Manager.

H. A. RIPLEY

Eau Claire, Wisconsin

"... RADIO DAILY is a grand little paper and its terseness and common-senseness strongly appeal to me."

H. A. Ripley

... RADIO DAILY is six months old. It is growing fast. It already has the confidence of a great progressive industry. Watch RADIO DAILY.



TRANSSCRIPTION recorders, libraries and program producers here are waiting with bated breath the final outcome of the apparent impasse caused by the A.F. of M. ultimatum governing recorded music. Two or three local concerns have several thousand dollars tied up in "libraries" waxed by union musicians at the prevailing scale upon which they have not yet recovered the initial cost of the master record. The only bright side to the picture is that there should be a bull market in radio dramatic talent for disked dramas and an influx of business for everyone interested in that branch of the transcription field.

Captain J. M. de Beaufort, actually M. le Conte de Beaufort, will relate his personal experiences as a British Intelligence officer during the war over KMTR, Wednesdays at 7:45 p.m., with Frank Ellissen doing the quizzing.

Members of recently organized Radio Equity, together with scores of non-members actively employed in radio, held a meeting at the El Capitan Theater Tuesday night, presided over by Norman Fields, with discussion almost solely centered on present "Four A's" situation.

Gertrude Berg guested on George Jay's KEHE "Listen Ladies" yesterday.

Patti Chapin has been re-signed for long term with Columbia Artists Inc. In addition to being heard on CBS "Song Time," she has her own twice-weekly program.

Shirley Lloyd, vocalist with Ozzie Nelson, has been signed by Columbia Pictures. Will come to the Coast with Nelson on Oct. 1, at which time the bandsman and his crew also have a picture chore to do.

L. D. Barnhart Joins NBC

Toledo—L. D. Barnhart, drama director at University of Toledo, has resigned to join NBC as a member of the production staff.

ONE MINUTE INTERVIEW

B. CHARLES-DEAN

"America with its more up-to-date methods, its keener attention to the many demands of showmanship, and its far greater knowledge of the requirements of commercial radio, is equipped and fitted to produce far better programs of local appeal than England and Australia. While bearing in mind the demand for the English inflection of speech in certain cases, there is a greater variety of more suitable radio talent available here."

★ Coast-to-Coast ★

PAT BARNES, who is featured on his own program titled "Opera House," will add two new names to his cast of performers to be heard over WOR and the Mutual network today at 9:30-10 p.m. Jay Dennis and his Blue-Belles, singing group, and Alan Roberts, tenor, join the merry "Barnstormers" in the old "Op'ry House" this week and will be presented regularly thereafter. Barbara Lamarr, contralto, who is one of the original members of Pat Barnes' cast, will continue to be heard. Barnes will dust another of the old ones off when he offers his interpretation of the monologue, "My Rosa," by George Beban. The "Barnstormers" will present in very dramatic fashion a sketch concerning millionaire racketeers.

Dr. Charles M. Courboin, noted Belgian organist who is featured over Mutual network, gave a brief recital the other day on the new studio organ at WSYR, Syracuse.

The Haverback Sisters, Bernice and Helen, who started two years ago over the Connecticut Broadcasting System and WNBC, New Britain, Conn., have signed with NBC for the month of August.

Vacation notes from WNBC, New Britain: Rogers Holt, chief engineer, relaxing in Maine; Crean Patterson, announcer, touring along Connecticut shores; Larry Edwardson, commercial manager, on Cape Cod; Hal Goodwin, program director, seeing America by motor with the missus; Milt Berkowitz, news editor, putting his vacash off till the fall so he can attend the World Series.

Cuyahoga Valley Broadcasting Co., Cleveland, has been incorporated by Paul E. O'Reilly, Thomas M. Kennedy and W. I. Booth.

Elise Weltersbach Menn, before sailing for a vacation (and concert appearance) in Germany, makes a "farewell" broadcast over WICC, Bridgeport, in late August.

Vacation comments from Frank McLatchy, account executive at KSL, Salt Lake City, indicate a 40-pound catch of fish.

Dick Evans, KSL technician, is vacationing a la postman on a holiday, by assisting at the Salt Flats broadcast of Ab Jenkins' speed runs.

WSPD, Toledo, has added another time to its daily schedule of news broadcasts. The new spot, with Joe Rockhold at the mike, is 1:30 p.m. each weekday afternoon.

Marion Talley is recuperating at the Monte Sano Hospital on the coast after a sudden appendicitis

operation. The NBC soprano plans to rest up completely before vacationing at her Kansas City home. She will return to the NBC airwaves to resume her Sunday afternoon broadcasts in September.

Jules Blair of WSPD, Toledo, is emcee at the community sings being held every Sunday evening at Toledo Zoological park. He is also emcee at concerts given by the Federation of Musicians and the Stage Employees' union in cooperation with the Toledo Zoological Society.

Mildred Brunelle, conductor of the Cooking Forum over WSPR, Springfield, Mass., is back from a month in Boston.

Irma Serra, diminutive song stylist, who airs over WSPR, Springfield, Mass., will sing from the stage of the Paramount theater in that city, starting today. She will be accompanied by Arthur Martel at the giant organ.

"The Prince of Pilsen" will be presented in radio form by Jessica Dragonette and Charles Kullmann in the Palmolive Beauty Box Theater program on Aug. 11 over CBS at 9:30-10 p.m.

WBT, Charlotte: Sales Manager Dewey Long and Mrs. Long are sunning at Myrtle Beach, S. C....Ditto Marie Davenport, organist of the "Philco Melodies"...H. H. Holts-houser, auditor, is in Birmingham for a few days....Wilbur Edwards, announcer, has been shifted to the sales department as aide to Dewey Long on local accounts....Reginald Allen, Esso newscaster, is taking flying lessons.

WXYZ, Detroit: John Slagle takes over Harry Golder's job as chef on the "Sunrise Breakfast Club" when Golder starts vacation Sunday....Eduard Werner will have Martha Raye as guest on his "Michigan Theater Hour" Sunday....Lynne C. Smeby, supervising engineer of King-Trendle Broadcasting Corp., owners of WXYZ, marries Evelyn True, daughter of Harold True, veteran news commentator over this station, on Aug. 28 in Cleveland.

WSPD, Toledo: Harold Betts, "The Romantic Bachelor," has taken a leave of absence to make some personal appearances, etc., in New York....Jane Elizabeth Elliott, former commentator, was married recently in Huntington, W. Va.

As a dedication to the Catholic Youth Crusade, the "Ave Maria Hour" will present a dramatization of the life of Blessed Theophane Venard over WMCA next Sunday at 6:30 p.m. A French martyred mis-



BILL THOMPSON, NBC comic, showed up at the Merchandise Mart studios the other day in sports clothes and with field glasses and a racing form. Reporting to Production Director Arch Scott, Bill was greeted by a big laugh, whereupon Thompson explained he had been told to report for an Arlington race track broadcast and thought he had better come prepared. What he wasn't told was that the broadcast was to be merely a studio fill-in between races.

Lee Francis, WBBM staff organist, leaves Aug. 10 for a three-week vacation in California.

Cinemactress Ann Sothorn, wife of Bandleader Roger Pryor, will be on hand when Hubby Roger's band opens Friday at the Edgewater Beach Hotel.

Another Hollywood movie wife who won't be in Chicago this week-end for a reunion with her radio hubby is Mabel Todd, wife of Morey Amsterdam, emcee of the NBC Night Club program. Miss Todd's plans for a visit here were disrupted when Warner Bros. ordered her to begin work on another picture as soon as "Varsity Show" has been given finishing touches this week.

Rudy Vallee will air his Aug. 26 program from local NBC studios.

Art Van Harvey, the Vic of "Vic and Sade," sprained an ankle in a fall last week at his home.

Frederick Wilhelm "Bud" Van Dover, the Tom of the WGN harmony trio, Tom, Dick and Harry, was married last Saturday at Crown Point, Ind., to Marge De Werth, Chicago dancer.

sionary, Blessed Theophane was beatified in 1909. The musical background for the drama will be supplied by Alfredo Antonini, musical director of the "Ave Maria Hour." Charles LaTorre is staging the programs, besides playing a principal role.

Mary O'Rear, who formerly sang with Amos Ostott's orchestra, is the newest sustaining artist at WOWO-WGL, Fort Wayne, Ind.





RADIO DAILY

Serving the Better Interests of Commercial Radio and Television



VOL. 2, NO. 26

NEW YORK, N. Y., FRIDAY, AUGUST 6, 1937

FIVE CENTS

Ascap-AFM Tieup is Off

STEWART-WARNER BUDGET BEING HIKED NATIONALLY

Chicago—Stewart-Warner Corp., at its convention yesterday, revealed that an increased advertising budget will be used nationally instead of locally as previously announced. An official of the corporation stated that radio will hold an important place in the new advertising operations. At present the concern sponsors a Monday night program over 39 CBS stations at 8-8:30 p.m., with a repeat for the west coast aired over eight stations at midnight. Additional radio activities will be announced at a later date.

"Radio Language" Idea To Be Tested by WMCA

A "radio language", conceived by Carlo Spatari, a musician, specifically for broadcasting purposes, and which is said to be without grammar or idiom and capable of being understood in all civilized tongues without prolonged study, will be introduced
(Continued on Page 3)

Appropriation Is Asked For Havana Conference

Washington Bureau, RADIO DAILY
Washington—Congressman Sam D. Reynolds, chairman of the House Committee on Foreign Affairs, has introduced a bill calling for an appropriation of \$15,000 to cover expenses of U. S. representation at the
(Continued on Page 2)

Coughlin Returning

Chicago—WJJD will again carry Father Charles E. Coughlin's Sunday radio talks, starting the latter part of October.

Freak

Chicago—NBC's new mobile unit here attracts so much attention among garage employees that the garage company has asked M. W. Rife, division supervisor of NBC field engineers, to have the sedan serviced elsewhere. He said the hired help, instead of tending to work, is always examining the special equipment of the NBC car.

Juve Critic

Hartford, Conn. — Harvey Olsen, who does the Shoppers' Special Program on WDRC, also secretly doubles as a comic called Henry on the same program. One day while Henry was doing his stuff on the air, with Mrs. Olsen and their four-year-old son listening in. Mrs. O. asked sonny how he liked the funny man on dad's program. "That isn't a funny man," piped the kid, "that's daddy!"

RADIO UNION SELECTS A PRELIMINARY BOARD

Preliminary board of the newly formed American Federation of Radio Artists was selected yesterday and the completed list forwarded for ratification to the respective organizations represented. These latter are Actors Equity, Screen Actors Guild, American Federation of Actors and American Guild of Musical Artists.

The 40 members of the board will, of course, be made up of members of the foregoing organizations. This
(Continued on Page 2)

"Passing Parade" Switch Is Set to Start Sept. 12

Duart Sales Co., sponsors of "Passing Parade," will switch its program from the NBC-Red network to a Mutual hook-up and a Sunday spot effective Sept. 12. Show, which is now heard Mondays at 7:45-8 p.m.
(Continued on Page 3)

158 Fall Football Games Set by Atlantic Refining

Kellogg "Singing Lady" Will Use Two Networks

Kellogg Co. yesterday has set a new series of programs starring Irene Wicker, the "Singing Lady," to start over the Mutual network on Oct. 3. This series, which will be heard over WOR, WGN and WLW at 5-5:30 p.m. every Sunday, is in addition to the broadcasts Miss Wicker
(Continued on Page 2)

Proposed Affiliation of Music Society and Union Not Expected to Take Place— Mutual Understanding Likely

MUTUAL GROSS BILLINGS DECREASED LAST MONTH

Gross billings of Mutual Broadcasting System for July totaled \$84,361.65, representing a slight decrease from the gross revenue of the web for the same period a year ago.

Cumulative total for the first seven months of 1937, however, shows an increase of 9.2 per cent over the same period in 1936. Total to Aug. 1 of this year is \$1,100,381.

Knight Kap Corp. Plans Nationwide Campaign

San Antonio—Knight Kap Corp. (hangover preventative), which recently placed "Knight Kappers" on WOAI here, will start the program over the Texas Quality Network on Aug. 15, with a nationwide campaign to follow. Payne Advertising Co. of this city is handling the account, with Steve Wilhelm in charge of the show.

Penner Resumes Oct. 3

Joe Penner, now on vacation, resumes his R. B. Davis Co. (Cocomalt) program over 45 CBS stations on Oct. 3, at 6-6:30 p.m. Sundays. Ruthrauff & Ryan is the agency.

Although no official decision has been made by Ascap relative to its proposed union labor tie-up, indications are that no formal affiliation with the AFM will take place. While a community of interests is conceded, it is expected that eventually Ascap will have an understanding with the AFM whereby they will cooperate for mutual benefit on legislative and political matters.

Poll of key Ascap members as well as some members of the board reveals the conservative element preferring a working agreement with the AFM, since it appears that the society officials have already shown strength in this direction. Psychology of having some of the AFM executive board meetings held in the Ascap board room is believed to have had its effect in perhaps holding off drastic state legislation moves by radio, or at least has acted as a standoff or deterrent. A formal affiliation with the AFM and a charter for Ascap would further put a weapon in the hands of the music publishers and writers, but the presumption in inside circles appears to be a give and take proposition; Ascap being willing to lay off the AFM if certain broad-
(Continued on Page 3)

Commentator Magazine Set to Start Sept. 19

Commentator Magazine has set its spot on Mutual and will start Sept. 19 in a Sunday series at 10-10:30 p.m. Cecil, Warwick & Legler is the agency.

Familiarity

Chicago—Jimmy Dudley, sportscaster, who conducts the "Dugout Dope" from the baseball parks for airing over WIND, is seriously thinking of changing the name of his program.

The reason for this contemplated action is well justified.

The other day he received a letter from a fan who addressed him: "Dear Dugout Dope".

Atlantic Refining Co. yesterday revealed additional data on its series of football airings for the coming season. With 158 games scheduled to date, more games are still in the process of being lined up for weekly airings. Approximately 66 stations have been selected along the entire Atlantic seaboard to broadcast the games of 104 different schools. Forty announcers, which include play-by-play and color men, will be placed
(Continued on Page 3)



Vol. 2, No. 26 Fri., Aug. 6, 1937 Price 5 Cts.

JOHN W. ALICOATE : : : Publisher
DON CARLE GILLETTE : : : Editor
MARVIN KIRSCH : : : Business Manager

Published daily except Saturdays, Sundays and Holidays at 1501 Broadway, New York, N. Y., by Radio Daily Corp. J. W. Alicoate, President and Publisher; Donald M. Mersereau, Treasurer and General Manager; Chester B. Bahn, Vice-President; Charles A. Alicoate, Secretary; M. H. Shapiro, Associate Editor. Terms (Post free) United States outside of Greater New York, one year, \$5; foreign, year, \$10. Subscriber should remit with order. Address all communications to RADIO DAILY, 1501 Broadway, New York, N. Y. Phone Wisconsin 7-6336, 7-6337, 7-6338. Cable address: Filmday, New York. Hollywood, Calif.—Ralph Wilk, 6425 Hollywood Blvd. Phone Granite 6607.
Entered as second class matter April 5, 1937, at the postoffice at New York, N. Y., under the act of March 3, 1879.

FINANCIAL

(Thursday, Aug. 5)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Am. Tel. & Tel.	171 1/2	169 7/8	170	- 1 3/8
CBS A	29 3/4	29 1/2	29 1/2	- 1/2
CBS B	29 3/8	29 3/8	29 3/8	- 5/8
Crosley Radio	20	20	20	+ 1/2
Gen. Electric	57 1/4	56 3/8	56 1/2	- 1/2
North American	28 1/4	27 3/4	28	+ 1/4
RCA Common	10 1/8	9 7/8	10	- 1/4
RCA First Pfd.	71	70	70	- 1/4
RCA \$5 Pfd. B.	(97 Bid)	110 Asked		
Stewart Warner	18 3/4	18 1/2	18 1/2	- 1/4
Zenith Radio	37 1/4	36 3/4	36 3/4	- 1/8

NEW YORK CURB EXCHANGE

Hazeltine Corp.	15 3/4	15 1/2	15 3/4
Majestic				
Nat. Union Radio	1 3/4	1 3/4	1 3/4	- 1/8

OVER THE COUNTER

	Bid	Asked
Stromberg Carlson	13	14 1/4

Appropriation Is Asked For Havana Conference

(Continued from Page 1)

Inter-American Radio Conference which convenes Nov. 1 in Havana. The McReynolds bill was introduced following a formal request to Congress by President Roosevelt.

GUEST-ING

DOC ROCKWELL, RED SKELTON, comedian and emcee, and RAMON NOVARRO, screen star, on Rudy Vallee's program, Aug. 12 (NBC-Red, 8 p.m.).

FRANK GRAHAM, New York Sun sports columnist, interviewed by Dick Fishell, Aug. 9 (WMCA, 6:30 p.m.).

MOLLY PICON, on Professional Hour, tonight (WMCA, 9:30 p.m.).

CAB CALLOWAY, on Stardust Revue, Sunday (WOR, 6 p.m.).

MARTIN BLOCK'S "Make-Believe Ballroom"

A WNEW FEATURE
1250 Kc.

10 TO 11 A. M. 6 TO 7:30 P. M.

Healthy Competition

WRBL, Columbus, and WATL, Atlanta, both of Georgia and under J. W. Woodruff Sr. ownership, are engaged in a new form of competition—and do the station personnel love it! Two weeks ago WATL employees received a bonus, and now WRBL has been given word through Manager Jim Woodruff Jr. that the staff is to receive semi-annual bonus checks ranging from \$50 to \$15 in relation to pro rated weekly salary and length of service. WRBL now claims it's up to WATL to make the next move in this pleasant competitive merry-go-round.

"How to be Charming" Moving to Hollywood

"How to be Charming", Sterling Products' three-times-weekly advice to femme fans conducted by Beatrice Mabie under the nom de air of Madame de Sylvia, moves to Hollywood with Sept. 29 airing. Over NBC on Monday, Wednesday and Friday but definite niche not set.

Transradio Signs WHO

Transradio News Service has signed a long-term contract with station WHO, Des Moines. Outlet, managed by Joe Maland, will receive leased teletype trunk line service recently extended through Central Iowa by Transradio.

WHO is the third 50,000-watter signed by Transradio in past six weeks, other two being WLS and WCAU.

Starts Secretarial Service

Adele M. Purcell, former secretary of the NBC Artists Service, has gone in business on her own with the formation of Secretarial Services for Radio Artists, located at 48 West 48th St. The new firm will provide complete secretarial service, handling business and personal correspondence, telephone calls, arranging appointments, doing promotion work, clearing programs for broadcasts, obtaining recordings at cost, shopping and messenger service and issuing monthly news bulletins to newspapers.

Del Casino's CBS Buildup

Del Casino, Columbia's newest tenor star, begins a series of thrice-weekly sustaining programs on WABC within a fortnight. In a buildup along the lines employed for Bing Crosby and the late Russ Columbo, Casino will be heard at 10:30 p.m., a time regarded as "radio's romantic period." Meanwhile, he will continue as the singing star of the Friday night "Rippling Rhythm" show on WJZ.

Evans on Vacation—With Radio

Spartanburg, S. C. — Virgil Evans, owner of WSPA, having earned a good rest after working day and night to complete the station's new studios, hied himself away to Hendersonville, N. C. Like a postman on his day off, he took a radio along.

Clyde Burke on WMCA

Clyde W. Burke, baritone, will be the soloist on the 9:30 spot over WMCA starting Sunday night. He will be accompanied by Nat Brusiloff and his orchestra.

Radio Union Selects A Preliminary Board

(Continued from Page 1)

board will direct the work of the AFRA until the first convention, which is expected to be held in November, 1938. It was also reported that the first work of the stage unions supporting the AFRA will be primarily the organization of radio personnel and artists.

WIL Appoints Rep

St. Louis—L. A. Benson, president and general manager of WIL, has signed contracts to retain Small & Brewer as national representatives. Benson says WIL looks forward to a full commercial schedule this fall. Small & Brewer will handle all national accounts.

Fagan Joins Benton & Bowles

William J. Fagan, formerly with the CBS sales staff, has joined Benton & Bowles Inc., as business manager of the New York radio department. He will work with the department and with Tom Revere, filling the post left vacant by Chester MacCracken who has gone to Hollywood to act as business manager of Benton & Bowles' new office there. Before joining CBS in 1929, Fagan was with United Press.

Mr. Fagan went to Columbia in 1929 from the United Press where he was engaged for several years as a general reporter and later as radio editor of the news syndicate.

Bill Melia Joins WSPA

Spartanburg, S. C.—William (Bill) Melia, formerly at WMCA, New York, is the latest addition to the WSPA announcing staff. His first assignment was the handling of the American Legion baseball games.

Iraci on Air From Rome

John Iraci, general manager of WOV-WBIL, who is spending several months abroad studying European radio conditions and recruiting new talent, broadcast directly from Rome last night. The 15-minute broadcast by Iraci was picked up at 7 p.m. from the WBIL transmitter in Secaucus, N. J.

All-Star Game on Mutual

Mutual plans to carry the All-Star football game over a coast-to-coast network Sept. 1 at 9:15 p.m.-12 mid., when game is played in Soldiers Field, Chicago. Bob Elson will handle the play-by-play description.

COMING and GOING

PAUL WING, actor, author and playwright and Director of The Children's Program for NBC, will go to Provincetown, Mass., tomorrow to lecture before the students of the Wharf Theater School there.

TED ROYAL, son of John F. Royal, vice-president of NBC, sails today aboard the De Grasse for Europe.

ALLEN PRESCOTT takes a plane today for Nantucket to audition for a sponsor who is vacationing at the resort.

CHESTER H. MILLER, president of Transcriptions Inc., is spending a week at his farm in Chalfonte, Pa.

ALFRED WALLENSTEIN, who flew to the Coast on Monday to visit his mother, returns to New York for his Sunday night show.

LOUIS BERNSTEIN returns from Europe on Aug. 16.

JOHN K. BEACHAM of WJNO, West Palm Beach, Fla., is in New York.

FRED WEBER of MBS left for Chicago last night on business.

JERRY DANZIG of MBS is back from a three-week airing of "Let's Visit" from the Coast.

AL PEARCE and his gang are tentatively scheduled to return to New York Sept. 14.

Kellogg "Singing Lady" Will Use Two Networks

(Continued from Page 1)

now airs over the NBC network at 5-5:30 p.m. Monday through Thursday. Program will consist of stories in song for the children. N. W. Ayer & Son is the agency.

FCC ACTIVITIES

APPLICATIONS RECEIVED

Pawtucket Broadcasting Co., Pawtucket, CP for new station. 1390 kc., 1 KW., unlimited.

WCKY, Covington, Ky. License to cover CP for changes in equipment and an increase of power.

HEARINGS SCHEDULED

Oct. 4: WKBN, Youngstown. Mod. of CP. 570 kc., 500 watts, unlimited.

WFAS, White Plains, N. Y. Special, experimental auth. 1210 kc., 100 watts, share with WGNV, WGBB, WBRB.

WRBL, Columbus, Ga. Mod. of CP. 1330 kc., 1 KW., unlimited.

1	9	3	7
SUN	MON	TUE	WED
4	5	6	7
10	11	12	13
16	17	18	19
20	21	22	23
24	25	26	27
28	29	30	

Greetings from Radio Daily

August 6

Louella Parsons Guy Remington
Jack Armstrong Tony Parenti
Al Shayne

August 7

W. C. Gartland

August 8

Victor Young Nino Martini
J. Mattfield Edna O'Dell
Robert L. Simpson Ross Graham

ASCAP AND AFM TIEUP IS NOT TAKING PLACE

(Continued from Page 1)

casters will desist from putting over adverse state legislation.

Understood that the AFM proposition was considered originally as a defensive measure and not as an offensive position.

"Passing Parade" Switch Is Set to Start Sept. 12

(Continued from Page 1)

over five stations and features John Nesbitt, is also scheduled for an addition of time and talent at the same time that the switch occurs.

Although as yet unconfirmed, it is fairly certain that the show will stretch to a half-hour spot and will include Frederick Stock and an orchestra. Program originates from San Francisco.

New Programs on WICC

Bridgeport, Conn.—"Tiny Town Revue" makes its debut Aug. 26 at 5:15-5:45 p.m. as a Thursday afternoon feature over WICC, sponsored by Harolds Clothiers, children's outfitters. Programs will use juvenile talent and will be produced under personal supervision of various school heads.

Two other coming WICC programs are "The Law and Youth," in which a New Haven woman lawyer, Frances Roth, will give informal talks on legal matters affecting the layman, and "Street Scenes," sidewalk quiz to be conducted three times a week from here and three times from New Haven, with prizes for persons who answer all questions correctly.

SAN ANTONIO

Kenny (Ken) Hyman, control engineer at KABC, has gone to Houston, where he has a supervising position with Western Electric.

Herman Waldman and his ork are playing a week's engagement at the Olmos Night Club. He gets a KABC wire.

Grand Prize Beer is the new sponsor for KABC's daily "Voice of the Crowd" picked up by remote control from in front of the Gunter Hotel.

AGENCIES

GALE GREENSTREET, of the publicity staff of J. Walter Thompson, is in San Francisco on a combined business and pleasure trip, interviewing radio eds. to get their reaction on the agency's publicity stuff. Then hops to other papers in the Northwest.

ERWIN, WASEY & CO. has been appointed special promotion counsel to WCFL, Chicago. Holland Engle, director of radio for Erwin-Wasey in Chicago, will be account executive and will supervise production and program activities for the station.

NEW PROGRAMS—IDEAS

"Beer Garden of the Air"

The rollicking mirth of two German comedians, with ample old time German music and the real atmosphere that pervaded the German beer gardens of yore, is being brought to listeners of WHBL every Tuesday and Thursday night at 7 o'clock through the courtesy of Jung Brewing Co.

Herr Schnitzel is the genial host of the Beer Garden of the Air and his assistant, always carefree and full of jokes, will be an able colleague for Herr Schnitzel, who cracks the jokes at random. Music, introduced with the theme melody "Bier Her" will designate that the fifteen minutes set aside for a gathering of the German Beer Garden's cronies is underway.

"Radio University"

Dr. Seth Maker, who broadcast recently in the northwest, continues his "Radio University" idea when he starts a series on KFRC, San Francisco, which will be piped along the coast starting Aug. 16. Audience takes an active part in the day-to-day sessions of "University," receiving "diplomas" at end of course. Will be sponsored by Parker Dental system on Monday, Wednesday and Friday. Tuesday and Thursday shows to be sustaining. Has 1:30 p.m. spot.

Kids' Bible Story Hour

Grady Newman, relief announcer

KANSAS CITY

During the summer KCKN has discontinued its daily Sports Page of the Air conducted by Ralph Nelson and is airing WIBW's quarter-hour Tom Kelly Sports Review, picked up via the Kansas network.

Lee Roberts, KCMO dramatic producer and announcer who planned to take a leave of absence and to spend the summer in stock, has reconsidered and will remain at the mike.

Arthur Church and Mrs. Church have returned from a trip to New York where they attended the funeral of Norman Craig.

WHB will cut a birthday cake tomorrow in honor of the fifth anniversary of the weekly juvenile local talent show, "Kansas City Kiddies Revue," broadcast every Saturday morning under the direction of Charles Lee Adams for Jenkins Music Co.

KMBC's Texas Rangers, a vocal and instrumental unit doing both romantic western and modern swing music, will be aired regularly over CBS network each Sunday morning. Ensemble is made up of Clarence Hartman, Gomer Cool, Herb Krataska, and Paul Sells. Vocal quartet is composed of Rod May, Fran Mahaney, Bob Crawford and Tookie Cronenbold.

at WSPA, Spartanburg, S. C., is handling a series of programs on Sunday afternoon at 4 that is what you might call the surprise program of the season. Newman teaches Sunday School at Lyman, S. C., and he got to thinking about the way the youngsters took to his little talks. He suggested that he be allowed to put on a "Children's Bible Story Hour." After being granted permission, he began the series. It was surprising the way the youngsters took to it.

Stunt Day on WNOX

Each Wednesday is "stunt" day on "Midday Merry-Go-Round," popular noon show at WNOX, Scripps-Howard Radio Inc., Knoxville. Cast of entertainers, headed by Lowell Blanchard as emcee, and the Swingers, jam band, go out of character and put on special show such as "School Days," minstrel shows, court room scenes, etc. Stunts have worked out very well, programs playing to capacity houses every Wednesday.

WOPI College Broadcasts

College broadcasts are quite frequent over WOPI, Bristol, Tennessee-Virginia, as the station works in close co-operation with the three Bristol Colleges, namely, Virginia Intermont, Sullins, both for girls, and King College.

BOSTON

Tony Russell, heard on many WBZ programs, will be on Sunday's "Magic Key of RCA" over the NBC-Blue network at 2 p.m. from Symphony Hall here.

Jim O'Hara, WCOP announcer, vacationing for a week in Maine. Margery Shafter off the airwaves for the month of August. Will return to WCOP with her "Magic Kitchen" early in Sept.

Martha Raye's engagement helped to give the Metropolitan a \$57,000 week, which beat the Mary Pickford stage act by several thousands and was not far behind the Met record set up long ago by Amos 'n' Andy when they first visited Boston.

Prince Macaroni Co. of Boston signed for a series of six a week 15-minute program on WCOP, featuring Clement Giglio Players, an Italian dramatic group originating from New York.

John Shepard 3rd celebrated the 15th anniversary of WNAC by sending over 300 clocks to time buyers and advertising executives throughout the country.

Bob Freeman of the WEEI production staff is taking his orchestra on an European cruise, going to England, France, Germany and Italy. They sail from here Aug. 15.

Margery Hall is the new secretary to D. A. Myer, plant manager for

158 FOOTBALL GAMES SET BY ATLANTIC REFINING

(Continued from Page 1)

under contract by the sponsor as regular broadcasters for the entire season. To date, Les Quaeley, in charge of commentators, has auditioned 150 men for the 40 positions. Attempts to add stations and additional games to the list will continue for at least one more week, with the sponsor set to release complete details shortly thereafter. N. W. Ayer & Son is the agency handling the account.

Same agency is also setting up schedules for Kellogg, who will blanket middle-western football again this year.

"Radio Language" Idea To Be Tested by WMCA

(Continued from Page 1)

for international broadcasts in a series of test programs to originate from WMCA, it was announced yesterday. The "radio language" is based on the notes of the musical scale and furnishes almost twice as many pronounceable words as exist in any natural language, it was stated.

Scheduled to start early in September, the broadcasts will be an extension of several previous attempts with the language to unravel the confusion in foreign broadcasting. Listening posts are being established by WMCA in remote corners of the earth with the cooperation of amateur short wave organizations who will relay the tests around the globe in an international amateur hook-up.

WOKO, WABY Air-Conditioning

Albany—Main studios of WOKO and WABY are being air-conditioned. Boardman & Gray are handling the work.

Westinghouse at WBZ-WBZA, who has just gone on his vacation.

Adelbert Watkins, operator at WCOP's transmitter, taking in the sights from Cape Cod to Canada for a week.

WCOP's chief engineer, Whitman N. Hall, back at his dials and things after a motor trip through the Provences.

"I Want you to know that . . ."

The National Radio Register fills a long felt need in this business of quick action. In casting shows it is invaluable as a reminder of available talent."

Bourne Ruthrauff
Ruthrauff & Ryan

NATIONAL RADIO REGISTRY
415 Lexington Ave., at 43rd, N. Y.
Vanderbilt 3-8157

ORCHESTRAS MUSIC

PAUL LEMAY, Duluth Symphony Orchestra conductor, will pinch hit for Howard Barlow over CBS on Aug. 9, 13, 15, 16 and 20, while Hans Kindler, director of the National Symphony Orchestra, Washington, will officiate Aug. 19 and 22, during Barlow's vacation.

Eddie Smith and his Melody Masters ork have opened at McTices, Warner Lake, in the Heldeberg Mountains upstate.

Victor Bay has so far unearthed almost 100 ancient tunes, ranging in age from 200 to 500 years old, for the CBS-Shakespearian Symphony Orchestra. The conductor has a large staff doing the research work.

Mark Warnow has acquired a 46 foot yawl and joined the Sands Point Yacht Club.

One of Robert Emmet Dolan's musicians has invented a new type of saxophone which he will feature soon on the Sunday Night Party over NBC.

Vaugh de Leath's newest song number, "Come Back to Me," has appeared to WICC (Bridgeport) broadcasters and will be aired in the near future.

With the reopening of San Francisco hotels after an 88-day strike, the dance band remote picture saw several important changes. KSFO will air the music of Paul Pendarvis from the Palace Hotel. This marks the first time a CBS wire has connected the local hostelry with dance band devotees. The Fairmont Hotel will continue its KSFO broadcasts, but the band has not yet been named. It is rumored Joe Reichman will return to this Nob Hill rendezvous when current engagements are completed. Reichman was just beginning his S.F. engagement when the hotels were sieged by strike.

Shep Fields will have one of his frequent sustaining spots tomorrow night over WOR at 11:30. His "Rippling Rhythm" will be aired from Manhattan Beach. Fields' next date will be at the Paramount Theater, Aug. 25. His "Rippling Rhythm Revue" will be taken to the coast in September, when Fields' orchestra goes to Hollywood for its assignment in "Big Broadcast of 1938."

Everyone is familiar with "Nola's" importance in Vincent Lopez' career. The tune will hereafter play an even more prominent part in his presentations. For all of his band arrangements now carry strains of this song. His programs from the Piping Rock Club, Saratoga Springs, heard over WGY, Schenectady, every Wednesday and Saturday evening, carry this musical identification mark.

MAIN STREET WITH OL' SCOOPS DAILY

● ● ● "Hollywood Observer" with Del Casino and Ray Block's band sponsored by Noxzema via CBS fades next week....Casino will be given three sustainers over the net to make up for this loss....The Kool Raleigh show with Tommy Dorsey will come from Atlantic City's Steel Pier August 20—because the Dorsey crew is booked there for a week. He returns to the Penn....Lennie Hayton's appointment as musical director for a Hollywood picture firm will be announced within a fortnite....Red Skelton who was the talk of the town when he appeared at the Loew's State six weeks ago, returns there Aug. 12—and appears on the Vallee show that nite.... Jack Osterman and Billy Kent conferred with J. Walter Thompson yesterday....Donaldson, Douglas & Gumble will undergo a reorganization....Louis Bernstein's return from England next week will see his firm with some European hits....Milton Berle says he'll return to the air in Oct.—but refused to name sponsor, net or time!....Nick Kenny's "My Cabin of Dreams" is No. 1 this week... Mack Goldman is very sick internally and is under MD's care....Cross & Dunn open Monday at the Spa—and Jerry Kruger may be with them....Music tycoon Henry Spitzer's return from the Coast was marked with the lack of these essentials—slacks and smoked glasses!

● ● ● J. E. Reynolds, now managing WRDW, Augusta, Ga., explained their call letters with this slogan: Where Radio Does Wonders....An offer of a post-card picture on the Missoula, Mont., KGVO "It's Barn Dance Tonight" hour brought mail from 373 cities and towns in seven states....However, the station modestly only claims four....During the Ad-Liner show on WDRC, Hartford, Bob Provan, the announcer, played the wedding march....On further investigation, it was discovered that a young couple in that city were being married and at exactly four minutes past twelve, when the couple were walking down the aisle, the radio was turned on so that they might parade along to Lohengrin!

● ● ● Maurice Chevalier, who is a sensation in Paris, will cross the Big Pond to head an NBC show coming from Chicago in Oct. backed by a name band....Whatever became of the Committee of Ten to investigate the "paying off" for song plugs on the air?...John Griffin's appearance on "Hammerstein Music Hall" has been set for the 27th....The Bing Crosby-Bea Lillie flicker will be called "The Badge of Policeman O'Roon" with Johnny Burke songwriting....Pete Tinturin and Jack Lawrence are scoring the "Manhattan Merry Go Round" flicker and Santley-Joy will publish.... Success Story: Three Happy Sisters came down from Boston yesterday morning, auditioned for Vallee that a.m. and were signed and appeared on the Hour last night—all within 12 hours!....Nice gesture: June Robbins after being in New York for three months phoned everyone who had been nice to her—just to say "thanks" and "good-bye"....Sylvia Froos has been given another MBS spot on Fridays....Manny Stein of Gus Arnheim's crew, has poor eyesight—he can only see as far as Gloria Whitney!

● ● ● Here is a coincidence that may never happen again, KDKA, Pittsburgh, was feeding a Don Bestor program to the NBC-Blue network and announcer Billy Hinds was at the New Penn handling the show....KDKA was not taking this show but was carrying Gill Crest's music from West View Park with Bill Beal announcing the show from the studio....Just as Beal announced Hoagy Carmichael's "Stardust" for the West View pickup, he was listening through the earphones to Hinds at the New Penn....At the same instant, Hinds was saying that Don Bestor would play "Stardust"....Thus, two orchestras played the identical number at the same time from two different nite spots, on a local program, one on a chain broadcast—but BOTH passing through ONE station—KDKA!

PROMOTION

Postal Cards to Advertise WBT

A new and novel station advertising idea is about to make its appearance in Charlotte, where WBT, the lively CBS unit of the Queen City of the South, gets things done. A commercial novelty and news company is printing a series of picture postal cards to be sold at one penny each in all the drug, dime, and department stores in the city. One of the cards will carry color scenes of the WBT tower, the WBT master control room, and the station's largest studio.

The tower will be printed lengthwise on the card and the other half of the space will be divided into three sections. At the top will be the studio picture and at the bottom will be a control room shot. The center section will carry the inscription "WBT, 50,000 Watts, 1080 on your dial."

Program Sales Aids

Sales promotion department of Star Radio Programs, operating for the sole benefit of Star's subscribers, has prepared sales aids for the new women's program, "Good Morning, Neighbor." The "Good Morning Neighbor" Merchandising Service will include a brochure designed for the station salesmen to show prospective clients, and will contain a sample script, press releases, contests, and many sales and merchandising ideas, outlining a complete selling campaign. The service will also supply "Good Morning Neighbor" subscribers with "Sponsor Grams." Several new and special merchandising tie-ins are being prepared for the show and a novel "Neighbor's Club" plan is being arranged with certificates for audience membership. Star makes no extra charge for the service.

Contestants Increase

Statistics on the eight weeks of contests conducted by Fischer Baking Co. in connection with the "Junior G-Men" program, produced by Donald Peterson and aired thrice weekly over WOR, show an increase in contestants of over 700 per cent. The mail, averaged weekly, is now 2,000 pieces. Contest prizes include bicycles, typewriters, cameras and other items appealing to boys and girls.

KGVO Telephone Survey

KGVO, Missoula, Mont., recently had a telephone survey made by an independent organization, covering a period of weeks and at hours throughout the day and night. Results, which were based on 400 calls, are now being tallied.

Brochure on WATL

An eight-page brochure is being readied for Station WATL, Atlanta, as the first of a series of promotional pieces in the Station's systematic and continuous exploitation plans for the remainder of the year.



DON WILSON gets the nod for the coveted emcee-announcer spot on the new Packard program in the fall. Raymond Paige, of course, is the music master, and Lanny Ross and Charles Butterworth are to be fixtures. The fem singer spotted is Florence George, unknown locally but about whom raves are beginning to percolate out here from New York.

Music Corp. of America is planning greater activity in both radio and picture fields, drawing on both New York and San Francisco to augment the local personnel. W. H. Stein, executive vice-president, and Harold Hackett moved bag and baggage from the east, and F. W. Byron comes in from San Francisco for a writer-producer berth. Stein will head the new picture department, while Taft Schreiber continues to function in his present capacity. MCA has a new building under construction in Beverly Hills which will be ready for occupancy shortly.

Mady Christians signed by CBS for a role in "King Lear" on Aug. 9.

Owen Crump takes over production of Eddie Peabody's KFVB show, succeeding Manning Ostroff who gets another assignment.

Foster Goss, from the city desk of the Illustrated Daily News, now news editor at KNX. Pete Pringle remains as assistant.

Earl Melby, formerly of KYW, Chicago, added to announcing staff at KMPC, replacing Gordon Miller, who moves to KGER, Long Beach.

Jose Rodriguez, KFI news editor, rates honorable mention at least for inaugurating a policy of doing a recapitulation of news headlines at the completion of each of the daily news bulletins read by Pat Bishop. Tardy dialers thus get a flash on everything anyway.

John Daggett's juvenile news broadcasts over KFVB now have a sponsor in Poll Parrott shoes on Monday, Wednesday and Friday, 5 p.m.

KFI, 20th Century-Fox and the Hollywood Fire Department all joined hands in a little exploitation for "In Old Chicago" over the NBC Pacific Coast Red network yesterday. The scenario called for Alice Faye and Brian Donlevy to turn in a false alarm from any prominent Hollywood corner, at which signal Doug Evans, KFI, and Andy Devine mounted the trucks with the dashing fire laddies and reported the thrills en route to the synthetic blaze, just as though Mrs. O'Leary's cow had kicked over another lantern. Buck Benny's Undersheriff rides again!

Bill Wright, star of "Gang Busters" cast and announcer for Al Pearce, did a guest routine for Ken Stuart when he battled for George Jay on "Listen Ladies" over KEHE and the Orange net yesterday.

At an open meeting of the American Federation of Radio Artists at the El Capitan Tuesday night, Norman Field explained the aims and

★ Programs That Have Made History ★

No. 21—WIL's "Neighborhood Hour"

AN endless amount of valuable information is disseminated through the "Neighborhood Hour," an outstanding service feature of WIL, St. Louis, for many years. This program is allotted 30-minutes on a six a week basis and is kept, of course, strictly sustaining.

Announcements and speakers from various civic, church, charitable, club and fraternal organizations use this time to keep the St. Louis Metropolitan area posted on the activities within their bodies.

Among the outstanding speakers at present are Betty McGuire, staff lec-

turer for the Missouri Commission of the Blind, who reads her script from Braille; Mrs. Harry Hoffman, president of the Public School Playgrounds Mother Circle; Arnold Amundsen, managing director, and Dr. Carl Brennan, chief veterinarian of the Humane Society of Missouri, who at the present time are conducting a series on the care and treatment of your pets during the summer months.

The Missouri Department of the American Legion also make the Neighborhood Program one of their chief media of publicizing Legion activities.

★ ★ ★ QUOTES ★ ★ ★

HORACE HEIDT: "The same engineers who are leaving radio to go into the field of television might retrace their steps and remain in radio. There is no doubt that radio is still an infant industry, far from perfection. If not, would there be static, frequent interruptions because of wire trouble, and constant fading by some stations? No, the engineers had better confine their activities to radio, and wait a while before delving into television."

DON VOORHEES: "I feel that 'Cavalcade of America' is accomplishing something in presenting the famous works of modern American composers. Many times listeners hear their favorite songs played on the air, but seldom realize that men like Rod-

gers and Hart, Rainger and Robin, Gordon and Revel, Irving Berlin, Cole Porter and Hoagy Carmichael are responsible for these inimitable musical creations. In the future, perhaps, listeners will recognize the composers as quickly as they do their brilliant music."

BENNY GOODMAN: "What is swing? Let me ask you: What is life? No one can accurately describe either. But those who say that swing is just part of a musical cycle which will die out within another year are wrong. There are just as many people liking swing as there are followers of waltzes and slow fox trots. Ten years from now people who are the rhythm's strongest critics will be shouting its American origination."

purposes and assured his 300 listeners that the local group would have complete autonomy under the AAAA set-up. Localites suggested for the General Board of the four A's were: Carlton KaDell, Eugene Carman, Fred MacKaye, Norman Field, Cy Kendall, Bill Lawrence, John Gibson, Fred Shields, Lloyd Creekmore, Georgia Fifield and Ynez Seabury. These names were submitted by wire, Field explained, and include those most active in organizing original Radio Ephy.

Bert Fisher, manager of NBC's KOMO-KJR in Seattle, is in town for a look-see at things generally.

KMPC's "Stars at Home," which has been quiescent for couple of weeks after getting off to a flying start, resumes airing next Sunday, Aug. 8, 3:30 to 4:30, with Trixie Friganza playing hostess.

Hollywood Symphonic Choristers, 32 mixed voices directed by Ben Edwards, will be heard over KFI four successive Sundays, 8-8:15, beginning Aug. 8.

Bob Roberts, manager KYA, San Francisco, in town for a few days. Todd Clothing Co. sponsors KEHE "Cosmopolitan Revue," Fridays 8 p.m., featuring Joe Twerp, Bernadine and Ivan Epinoff's orchestra.

Cliff Arquette and Harry Jans set

to do another "Gargle and Dribble" routine on the Burns and Allen Grape Nuts frolic over NBC Red next Monday. Boys clicked nicely this week.

Johnny Murray, producer of "Cassandra" for Sylmar Olives on CBS, is confined to his home by illness, with Jackson Wheeler pinch-hitting. Wheeler also will handle CBS portion of the Sunday Swingjam at the Palomar.

Marvin Young, NBC production manager, vacationing for two weeks, with John Swallow doubling in brass.

Frank Whitbeck again will demonstrate the advantages of early training as a circus ticket seller when he makes "openings" into a KMTR mike tonight at the premiere of M-G-M's "The Firefly" at the Four Star Theater.

Floyd Caton, formerly at KVOR, Colorado Springs, is now at NBC on sound effects.

Lois Cowan, KMPC secretary, back from two weeks' suntanning at the beach.

KGER now subscribes to Transradio news service and features "News on the Hour—Every Hour," with a quarter hour resume of the days news at 9:45 p.m. Gordon Mills, formerly on KFI and KMPC, has been added to the announcing staff.



WBBM will broadcast entire schedule of Northwestern University football games, both at home and away, this fall for the second season. Plans announced by H. Leslie Atlass, CBS vice-president here, call for play-by-play reports by John Harrington, WBBM sports commentator, under sponsorship of Kellogg's Corn Flakes. N. W. Ayer & Son handled the deal.

Ralph Ginsberg, director of the Palmer House orchestra heard daily via WGN and the Mutual network, leaves tomorrow for a three-week vacation in northern Wisconsin.

Dorothy Masters of NBC press department back from long European jaunt.

Dave Rubinoff guested on Eddie & Fannie Cavanaugh's Radio Gossip program over WBBM and presented the Cavanaugh's with a scroll attesting that they're honorary supervisors of radio for Fiddletown.

Templeton Fox, NBC actress, departed by plane Wednesday for a week's vacation in New York.

Kaye Brinker of WBBM's "Manhattan Mother" program became ill Tuesday night and was replaced by substitute voice since there was no time to rewrite the script.

Quin Ryan, manager of WGN, leaves Aug. 13 on vacation trip to Idaho, thence to the Canadian Rockies.

Alice Hill, playing role of mother of two small children on Chicago Motor club safety program the other evening over WBBM, had to double also as one of the kids when the six-year-old scheduled for the part didn't show up.

NEW ORLEANS

Vacations are on at WSMB with program director and sports announcer Bill Bringel and Edith Peters out this week. Next week, Announcer Ed Wheelahan and Engineer Bill Neville and secretary Helen Levy get theirs.

Having completed a series which told the listening public how the wheels which ran a hotel went 'round, Special Eventer Henry Dupre will start on hospitals, beginning with the maternity ward of Hotel Dieu. His prime intention is to show how babies are cared for and to cut down the mother's birth worry. But the boys are already calling him "Blessed Eventer."

COLUMBUS

Russ Canter, WBNS announcer, driving through the east on his vacation.

Bob French, WHKC program director, just back from Mitiwanga Beach.

Guilbert Gibbons and Fred Joiner, WHKC announcers, have been named to handle the Ohio State football broadcasts this fall for Atlantic Refining.

STATION-STUDIO
and
TRANSMITTER

EQUIPMENT

NEW DEVICES
and
IMPROVEMENTS

Latest Technical Developments and Activities in Radio and Television

New Equipment Expands KHQ and WDAF Coverage

Approximately 9,000 square miles, containing a population estimated at 47,000, have been added to the coverage area of KHQ, outlet of the NBC-Red Network at Spokane, which recently installed the highest vertical antenna in the United States and increased its day-time power to 5,000 watts.

The new antenna, 828 feet high, was placed in operation June 5 and preliminary tests have been under way since that date. KHQ at the same time began using its new, high-fidelity 5,000 watt transmitter, which had been set up in a new building. The total cost of the improvements was \$100,000.

Early tests show substantial improvement in the station's signal intensity, according to reports received at NBC's headquarters in New York.

Originally designed for a height of 803 feet, the new antenna was later extended another 25 feet to provide for short wave and television broadcasts. It was designed and constructed by the Bethlehem Steel Co. The antenna's extreme height provides the utmost efficiency for its low frequency of 590 kilocycles.

KHQ's day time operation on 5,000 watts is an increase of 3,000. Its night time power of 1,000 watts remains unchanged.

Another NBC-Red Network outlet, WDAF, Kansas City, also recently began operating with a new vertical antenna and a new 5,000 watt transmitter. The antenna is a lone spire 425 feet high, replacing one that was constructed on two towers. It makes possible the radiation of WDAF's signal uniformly in all directions, thus improving its territorial coverage.

Overflow Alarm

Chief Engineer Max Weiner of WNEW has installed an "overflow alarm" in connection with the station's cooling system. Whenever the humidity is great, the condensation off the coils of the cooling plant overflow the drain apparatus. Weiner manufactured a mechanical arm with a floater. When the water level rises to the danger point, the mechanical arm moves a lever which throws a switch and rings an alarm bell. The bell calls all the porters in the station who come a-runnin' with mops and pails. Station's cooling system has been in operation since station's inception and is one of the best and most expensive in local radio.

Station Improvements

Baltimore—WFBR has applied for CP to install new transmitter, increase power to 1 kw. night, 5 kw. day, and install directional antenna for day and night use, and move transmitter from 5801 Radio Ave. to Reedbird Ave. and Seamon Ave.

Lafayette, La.—KVOL has applied for CP to make changes in equipment, install vertical antenna, power boost from 100 watts to 100 watts night, 250 watts day and move transmitter to Scott Road.

Griffin, Ga.—WKEU has applied for CP to make changes in equipment, install vertical antenna, change frequency from 1500 kilocycles to 1310 kilocycles, hours of operation from day time to unlimited time, power from 100 watts to 100 watts night, 250 watts day, and move transmitter from Griffin Hotel to Macon, Ga.

Rock Island, Ill.—WHBF has applied for CP to install vertical antenna and move transmitter.

Newburg, N. Y.—WGNY has applied for CP to install new equipment and increase day power from 100 watts to 250 watts.

Richmond, Va.—WPHR has applied for CP to install new eqpt. and directional antenna system for day and night time operation, and increase in power and time of operation from 500 w. daytime only to 1 kw, unlimited time.

San Juan, P. R.—Juan Piza, WNEL, has applied for CP to make changes in the antenna system and change freq. from 1290 to 590 kc.

Kansas City—KXBY has applied for CP to make changes in equipment and experiment with several

types of directional antenna and increase in power from 1 to 5 KW.

Detroit—WJBK has applied for CP to install new equipment, change frequency from 1500 to 1510 kc., increase in power from 100 watt night, 250 watts daytime, to 1 KW. unlimited time, and move transmitter. Station is building a new studio in the Curtis Bldg.

Merced, Cal.—M. F. Woodling, manager of KYOS, reports that work has just been completed on a 3 foot levee around the 4 acre plot on which is located the vertical radiator of the station. Increased efficiency of ground system is one of the benefits of location in the irrigation district.

New Orleans—WSMB's new 385 foot tower, Western Electric transmitter and transmitter house will be ready for use on Aug. 4.

Seattle — KVI which recently opened a studio in the Hotel Olympic is now building a broadcasting studio on the lower floor of that hostelry.

W. Lafayette, Ind.—WBAA has applied for CP to change transmitter locally, install new equipment and vertical radiator; change power from 500 watts night, 1 kw. day, specified hours, to 5 kw. daytime only.

Tucson, Ariz.—KGAR has applied for CP to move transmitter site locally, install vertical radiator, and change freq. from 1370 to 1340 kc, and increase night power from 100 watts to 250 watts.

Honolulu—KGMB has applied for modification of license to change frequencies from 1320 to 580 kc.; also install vertical radiator.

Amplifier for KSFO

San Francisco—A new Western Electric 10-A program amplifier has been put in operation at KSFO under the direction of R. V. Howard, chief engineer. This is one of the many improvements timed to dovetail with the completion of the new 5,000-watt transmitter which is to be on the air within the next 30 days.

Engineers' Favorite

Favorite entertainer of radio engineers these days is little Loretta Clemens, who broadcasts each afternoon, Monday through Friday at 2:15 p.m. over CBS. Her original song, "Woof 30," which she wrote in honor of the radio engineers who guard the decibels, has been printed in an issue of Under Control, national magazine of the men who mind the meters.

WSPD Shipshape Again; Augmenting Equipment

Toledo—WSPD has resumed its regular full-time, full-power broadcasting schedule, with the rebuilding of the 214-foot vertical antenna which was demolished in a recent storm. The antenna is now of heavier material, says Vern C. Alston, chief engineer.

Station's new mobile transmitter has been completed.

WSPD is also contemplating the construction of a high frequency transmitter for use in connection with regular broadcasts to permit world wide reception of Toledo programs.

Eric Palmer Joins WQXR

Eric Palmer Jr., well known amateur radio operator, and author of "Riding the Airwaves," has joined the engineering staff of WQXR and is stationed at the laboratories and transmitter in Long Island City.

Palmer was the youngest operator ever to receive an amateur license in New York. The license was granted when he was 15, and authorized the operation of his short wave station, W2GRB in Brooklyn. At the age of 16, he was chief radio operator for the Calvao Expedition to Brazil. Later, he designed all the radio equipment and apparatus for the Governor Pinchot expedition of 1931 to the South Seas.

In 1930, Palmer operated the first underground radio station, broadcasting from Carlsbad Caverns in New Mexico. He also operated a short wave station in a mine 920 feet below the ground in Franklin, New Jersey.

NBC New York Notes

Alfred J. Wies, field engineer, is the father of a girl.... Vincent J. Gilcher, manager of technical services in the engineering dept., celebrates 10 years of service with NBC this month.... Ditto John M. Flynn, assistant station engineer at WEAF transmitter, and Andrew J. Waddell, maintenance engineer.

CHARLES ROSS, Inc.

Formerly Motion Picture Lighting and Equipment Corp.

WE FURNISH

Electrical Lighting Equipment of Any Kind

FOR RADIO STATIONS

244-250 WEST 49th STREET

New York City

Tel. Circle 6-5470-1

NEW PATENTSRadio and Television
Compiled byJohn B. Brady, Attorney
Washington, D. C.

Re. 20,461—Method and Apparatus for Operating Electrical Amplifiers. Edward H. Loftin, New York, assignor, by mesne assignments, to RCA.

2,088,584—Apparatus for the Detection of Minute Current or Voltage Changes. Gustav Bucky, New York, assignor to Roefinag Research Corp.

2,088,626—Scanning Device. George William Walton, London.

2,088,653—Electron Tube and Circuit Therefor. Hans E. Hollmann, Berlin, Germany, assignor to Telefunken Gesellschaft für Drahtlose Telegraphie m.b.H.

2,088,722—Vacuum Tube with Tank Circuit. Ralph K. Potter, Madison, N. J., assignor to American Telephone & Telegraph Co.

2,088,842—Ultra Short Wave Generator. Walter Dallenbach, Berlin, assignor to N. V. Machinerieën-en-Apparaten Fabrieken "Meaf."

2,089,039—Relaxation Circuit. Fritz Schroter, Berlin, Germany, assignor to Telefunken Gesellschaft für Drahtlose Telegraphie m.b.H.

2,089,044—Electron Discharge Tube. Adolph A. Thomas, assignor to RCA.

2,089,054—Incandescent Light Source. Philo T. Farnsworth, San Francisco, assignor to Farnsworth Television Inc.

2,089,117—Noise Reducing Means. Robert W. Farrar, Springdale, Pa.

WFIL Building New Organ

Philadelphia—WFIL has placed an order for a large, four-manual Kilgen organ costing \$22,700. Donald Withycomb, general manager, states that the instrument will be completed in mid-September, in time for the opening of the new studios now under construction on the top floor of the Widener building. Organ was designed by George Kilgen & Sons of St. Louis in collaboration with Dr. Charles M. Courboin, famed Belgium-American recitalist, and Irene Harding, former NBC organist and member of the WFIL staff.

Lynne Smeby Taking Leap

Detroit—Lynne C. Smeby, chief of the WXYZ-King-Trendle Broadcasting Corp. engineering staff for the past three years, embarks on the matrimonial seas Aug. 28. Bride-to-be is Evelyn Trye, daughter of WXYZ's veteran news commentator, Harold True. Smeby came here from KSTP, St. Paul.

Louisiana Lou Recording

Louisiana Lou, star of Sunset Corners Frolic, Councilman Lem Turner and other WHO programs in Des Moines, will be in Chicago today and tomorrow making phonograph recordings for RCA Victor and Decca and electrical transcriptions for Aladdin Lamp Co. She will return to Des Moines on Monday.

Riviera Sound System

Ben Marden's new Riviera has for its program sound system a Western Electric unit which was installed by the engineering department of WOR under the direction of J. R. Poppele, chief engineer.

SAN FRANCISCO

The Williams sisters, top coast girl trio, going to New York soon now that their NBC managerial contract has been transferred there.

Meredith Willson, "Showboat" music skipper, will be back on the "Carefree Carnival," NBC variety show originating here, today.

"One Man's Family" moves to H'wood after Sunday's show for an indefinite stay.

Gordon Heche has been named local manager of Consolidated Radio Artists.

Rita Whiteman, who's doing okay in the vocal line in Hollywood, auditioned here by NBC regarding a staff job.

Bob Roberts, KYA gen. mgr., back at desk after a brief trip to CRS headquarters in Cinemaville.

Reiland Quinn, KYA producer, is readying a dramatized series woven around Folsom Prison, to be heard over the Orange net in about three weeks.

Bob Braun, gen. mgr. of the Thomas Lee Artists Service, here to iron out schedule for the web's handling of the Mark Hopkins and Sir Francis Drake Hotels.

Merwin "Dixie" McCabe has rejoined the KFRC sales staff after several months leave of absence.

Joe Walters, KSFO announcer, vacationing in Weaverville, Cal., where a pretty young mountain miss is said to be the attraction.

Speed Canadian Transmitters

Montreal—Canadian Broadcasting Corporation is speeding up work on its two transmitting stations being built at Vercheres, Que., and Hornby, Ont., to be completed by October. Equipment for the stations will be ultra-modern, while the plant tubes are to be about the largest on the continent, it was contended.

WJR Installs Amplifiers

Detroit—A program line amplifier has been installed at the transmitter of WJR. M. R. Mitchell, chief engineer, reports that the amplifier will provide an increase in primary service equivalent to doubling the carrier power, plus smoothing out of reception.

Dealer's Catalog Contest

Wholesale Radio Service Inc., has announced a contest for its customers with a prize of \$1,000 as the reward. Winner must write the best letter on why customers have found the company's catalog valuable.

Lehigh Gets Antenna Orders

The Lehigh Structural Steel Co. has received the following orders for station equipment: three 350-ft. shunt-fed antennas for WWAE-WHIP, Hammond, Ind., and one 325-ft. shunt-fed antenna for WKZO, Kalamazoo, Mich.

WHAZ Off Until Fall

Troy, N. Y.—WHAZ, the oldest college experimental wave station in the country, is off the air until fall.

... Radio's own daily newspaper modestly presents a series of 100 unsolicited testimonials as to what Radioland thinks of RADIO DAILY.

STERLING ADVERTISING AGENCY

New York City

"I want to take this opportunity of complimenting you on the splendid job you are doing. I have so many radio publications to wade through that, frankly, I thought I would try to do without RADIO DAILY, but I find that it grew on me to such an extent that I deem it indispensable in my work."

Leon A. Friedman
Radio Director

WJMS

Ironwood, Michigan

"... We like RADIO DAILY very much and think it serves a very important need of the broadcasting business."

N. C. Ruddell
Manager.

WEXL

Royal Oak, Michigan

"... Permit me to say that I thoroughly enjoy RADIO DAILY."

Ellis C. Thompson
Station Manager.

... RADIO DAILY is six months old. It is growing fast. It already has the confidence of a great progressive industry. Watch RADIO DAILY.

PROGRAM REVIEWS



Coast-to-Coast



NEW BUSINESS

Signed by Stations

Ernest Gill

A treat for the lovers of quality musical programs was sent over the NBC-Blue Network from San Francisco at 9-10 p.m. EDST last Wednesday under the direction of Ernest Gill. The presentation included a group of very talented soloists, among them being Zarova, the Russian soprano; Robert Turner, a gifted young pianist from the west, and Roy Russell, a tenor with a fine voice.

The selections offered, both instrumental and vocal, covered the globe in origin and appeal. It was a harmoniously blended musical menu, skillfully directed.

Ed Fitzgerald

That Ed Fitzgerald's Wednesday night variety show on WOR is hardly ever a letdown, even in these dog days. On the average, it is far from that. One of its principal components is zip, which not only gives the routine a lively interest-holding tempo, but it gives a good fillip to the comedy and quickly steps on any old gags that may stick their heads out.

The other night's program, with Elinor Sherry, Tex Fletcher and Pauline Alpert among the soloists, and Leo Freudberg's orchestra in snappy form, was one of the ace shows.

WPG Lights Up Campaign

Circumventing the U. S. postal regulation against the shipment of matches through the mail, WPG of Atlantic City recently mailed packages of book matches in asbestos envelopes, to over 1300 national advertisers and advertising agencies. This shipment of matches inaugurated a special promotional campaign the station is conducting.

Nordberg at NBC

Ralph Nordberg, former sales manager of WGY, Schenectady, affiliate of NBC, joined the station sales department of the network's New York offices this week.

ONE MINUTE INTERVIEW

HOLLACE SHAW

"Most people think that the only work a singer does is get in front of a microphone and sing. Few outside of the industry realize that it takes hours to learn a new song and that a great part of the day is spent in studying. Almost every singer I know, no matter how important he is, takes some kind of singing lessons. Vocalists realize that the easiest way to become good is by learning new things, and not practising old ones."

REINALD WARREN RATH JR., son of the prominent American baritone and a staff member of NBC's Guest Relations division, is honeymooning. The bride was Elizabeth Imbrie of Newburgh, N. Y. Her father, the Rev. Dr. Charles K. Imbrie, performed the ceremony. Reinald Werrenrath Sr., the bridegroom's father, sang "O Perfect Love." The newlyweds are now vacationing at the Werrenrath summer home in the Adirondacks.

Edward Blainey this week became sound effects technician at NBC in Radio City after several months' apprenticeship. F. Tilden Brown of NBC's guest relations staff replaced him as apprentice.

Mrs. Josephine Walker, former secretary to the noted conductor, Leopold Stokowski, has been named secretary to I. E. Showerman, assistant manager of NBC's eastern sales department in Radio City.

C. Parker Ruff, formerly with Sperry Gyroscope Co., Brooklyn, has joined the NBC statistical department as a draftsman.

Kolin Hager, manager of WGY, Schenectady, is vacationing with Mrs. Hager and their twin daughters, Koline and Norine, at West Beach, Westbrook, Conn.

Lillian Kay, New Haven blues singer, is airing from Buffalo until September, with Buffalo Broadcasting Corp.

WPG, Atlantic City: Stanley Meehan, former WPG operator and now under Rudy Vallee's management, is exercising his lyric tenor voice nightly at the Club Babette. Harold Stephens, tenor soloist and member of the WPG staff, will be guest soloist on Ethel Rattay's "Tea Time Topics" at 3:30 p.m. Aug. 14.

WICC, Bridgeport: Edith Josephson Perlmuter vacationing in Maine. Dorothy Whitehead of press department is at Provincetown for two weeks.

Jocko Maxwell, WLTH sports commentator, will celebrate "Mel Harder Day" in honor of the Cleveland Indians' pitcher on his "Sports Parade" at 6 p.m. tomorrow.

WDRC, Hartford: Walter Haase, studio manager, is back from a cruising vacation aboard his Spindrift. Bob Provan, announcer, and Grace Legge of the studio department will go to Nova Scotia and Maine, respectively. George Arthur Peterson back from Cape Cod. Peggy Reichel returned from Nova Scotia.

WNOX, Knoxville: Charles Dobson, control operator, spending two weeks at Daytona Beach, Fla.

Kenneth Cox, another control man, planned to Maine with stopovers enroute. Earl O'Fallon, house manager, going hillbilly for two weeks in the Great Smoky Mountains. Ed Turner and Jim Foster of the continuity department vacationing in New Orleans, where they formerly did newspaper work. Paul Healy has been added to the staff, taking over the bookkeeping and accounting department; he was formerly with the Scripps-Howard central office in Cincinnati. Sarie and Sallie, Sam and Kirk McGhee, comedy and singing act from WSM's "Grand Ole Opry," played a return date within a week at WNOX's 800-seat auditorium and again turned away several hundred.

KFIZ, Fond du Lac, Wis., stages opportunity night every Thursday at 8 p.m. CST with anyone having radio talent invited to participate.

Announcer Herbert Mann, Jr. of WRJN, Racine, Wis., must have had a strenuous vacation. On his return, he was obliged to take several days' sick leave.

Beryl Frances Storms, for the past year affiliated with station WHA, Madison, Wis., was married recently at Waterford, Wis., to Alfred W. Booth of Urbana, Ill.

WTMJ will broadcast 20 football games this fall with Russ Winnie at the mike to start his ninth year of sportcasting for The Milwaukee Journal station.

WIL, St. Louis: Edgar P. Shutz, commercial manager, departed this week for a vacation jaunt embracing Chesapeake Bay, Washington, New York, Detroit and Chicago. Roger Bacon, mike-puncher, is motoring through Iowa, Wisconsin and Michigan.

Janet Ross, director of the Shopping Circle programs at KDKA, Pittsburgh, has been subbing for vacationing Ed Schaughency on the "What Do You Know" sidewalk interviews, working with Lynn Morrow. Next week, she steps into Lynn's shoes while he vacations. Billy Hinds has been battling for Ed on the "Musical Clock" programs.

Nat Brusiloff, newly appointed musical director of Station WMCA, makes his initial appearance over the Inter-City Broadcasting System on Sunday at 6 p.m. Jack Early will be the featured baritone on this program.

"The Adventures of Ace Williams," script program produced by W. E. Long Co. of Chicago under supervision of Dan Ryan, is taken in part from the log of Adrian C. Williams, newsreel cameraman who was sent on a year's tour through 40 coun-

WGY, Schenectady

International Harvester Co., Chicago, through Aubrey, Moore & Wallace, 26 announcements; Saratoga Racing Ass'n, Saratoga Springs, announcements; Florence Stove Co., Gardner, Mass., through B. Remington Inc., 15-min. disks starting Aug. 31; D. L. & W. Coal Co., "The Shadow," 26 weeks, through Ruthrauff & Ryan; Carlton & Hovey, Laurel, Mass. (Father John's Medicine), through J. W. Queen, temperature reports, 26 weeks; Curtice Bros., Rochester, participations, through N. W. Ayer & Son; Baldwin Laboratories, Saegertown, Pa., one-min. announcements, through Yount Co., Erie, Pa., Albany Business College, Albany, thrice weekly live announcements, through Leighton & Nelson, Schenectady.

WHO, Des Moines

Gillette Rubber Co., Eau Claire, Wis., weekly quarter-hour starting Aug. 27, through Cramer-Krasselt Co., Milwaukee.

WHN, New York

Lehn & Fink (Hinds Honey and Almond Cream), 52 weeks beginning Oct. 4, "Life of Mary Southern," through William Esty agency.

KFEL, Denver

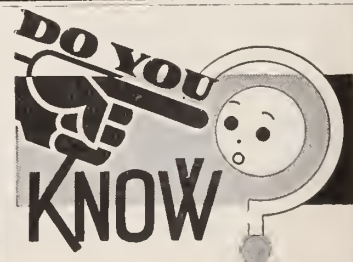
Old Plantation Inn, Estes Park, Colo.; Conroy's Hotel and Resort, Idaho Springs, Colo.

WPG, Atlantic City

Gulf Oil Co., "Summer Stars"; Fels & Co., Fels-Naphtha soap.

tries, photographing the preparation and baking of bread in those lands. The disk program is being used on stations throughout the country.

Charles Irving, assistant production manager at WTCN, Minneapolis, is a busy gent these days. He portrays all of the roles in a half-hour dramatic program, "Lights and Shadows." Written by Robert Greer, the show runs to the dramatic and fantastic, and Irving has his work cut out for him.



Rosaline Greene once taught Shakespeare at a fashionable finishing school on Riverside Drive.



RADIO DAILY

Serving the Better Interests of Commercial Radio and Television



VOL. 2, NO. 27

NEW YORK, N. Y., MONDAY, AUGUST 9, 1937

FIVE CENTS

Webs Tackle AFM Job

YACHT CUP BROADCASTS TURNED OUT A FIZZLE

Broadcasting of the yacht cup races off Newport last week totalled up as largely a fizzle, especially as far as the listening public was concerned, a checkup of reactions via radio editors reveals.

Elaborate preparations made by the networks for covering the event, (Continued on Page 4)

Phil Baker Program Goes Coast-to-Coast

For the first time in more than two years, Phil Baker will be heard over a coast-to-coast network when he returns to the air this fall for Gulf (Continued on Page 8)

Montgomery Appointed Iowa System Sales Head

Des Moines — E. F. Montgomery, veteran commercial radio man, has been appointed national sales manager of the Iowa Broadcasting System, was announced today. Recently regional sales manager for WMT, Montgomery was formerly commercial manager of KOIL and has been associated in the past with the commercial departments of KSTP, WCCO and John Blair. He assumes his new duties immediately.

New Paint Series

West Coast Bureau, RADIO DAILY
Los Angeles—Walter Biddick Co. is readying a series of 15-minute transcriptions for General Paint Corp., San Francisco, in which Cordelia Pearl, interior decorator, will dispense tips to homemakers. To be released in General's trade territory, 11 western states, throughout 1938.

Sports in Italian

Foreign language broadcasting branches out into a new field with the airing of a weekly sports review in Italian over WBIL, New York, Wednesdays at 7:45 p.m., and over WPEN, Philadelphia the same day at 7 p.m. Leandro Forno, newspaperman and radio announcer, is the commentator. Fratelli Branca Inc. sponsor the program.

First Aid

Raleigh, N. C.—Danger of somebody being gassed by announcers will no longer worry the engineer staff at WPTF.

Station has inaugurated a 30-week course in first-aid for its engineering staff.

Classes are conducted once weekly by a certified member of the National Red Cross.

P & G'S WOR DISK SHOW SURPRISE TO LIVE CAST

Sudden decision of Procter & Gamble to place transcribed versions of its script shows on WOR proved more of a surprise to some of the casts involved in the live talent shows than anyone else. Shows are (Continued on Page 2)

New Pontiac Program Will Use 78 Stations

Detroit—Pontiac's new "Varsity Show," which starts Oct. 1 for an initial 13 weeks, will be heard over 78 stations of the NBC-Blue network (Continued on Page 2)

ANA Annual Meeting

Annual meeting of the Association of National Advertisers will be held at The Homestead, Hot Springs, Va., Oct. 27-30 inclusive.

H. W. Roden, vice-president of Johnson & Johnson, is chairman of the program committee. A. E. Tatham of Bauer & Black is vice-chairman.

Station Relations Department Assigned the Task of Lining Up Affiliates to Meet Union Situation

CBS MID-SUMMER BIZ SHOWS SHARP INCREASE

An all-time peak in mid-summer radio advertising, as reflected by the activities of CBS clients, is shown in an analysis of 1936 and 1937 time sales by the network for the first week in August. Substantial increases in every category are revealed.

During the 1937 mid-summer week, 41 CBS advertisers, a 46 per cent increase over 1936, spent \$422,105, an increase of 51 per cent over 1936. Average expenditure for facilities per advertiser rose in this week from \$9,978 to \$10,295.

Evening time sales for the week in 1936 totaled \$246,638. This year (Continued on Page 5)

Zephyr Cig Campaign Set by Axton-Fisher

Axton-Fisher Tobacco Co. has completed plans for a large advertising campaign for its new product, Zephyr cigarettes. The majority of the budget (Continued on Page 8)

Zenith Starts Sept. 5

Chicago—Zenith Radio campaign, using about 80 NBC-Blue network stations, is scheduled to start Sept. 5. Show will originate here.

Station relations departments of the networks have been handed the assignment of bringing the affiliated outlets into the fold as per demand of the American Federation of Musicians. Numerous vacations have been cancelled as a result of the increased load on the station relation personnel.

Increased cost to the broadcasting field at large for house bands or (Continued on Page 4)

ELLIOTT ROOSEVELT AFTER STATION KABC

San Antonio—Elliott Roosevelt will take over ownership of KABC here, subject to FCC approval. The President's son, associated with Hearst Radio, formerly had an interest in KTSA, the CBS outlet here. Sale (Continued on Page 5)

WCOA and Newspapers Show Big Adv'g Gains

Pensacola, Fla.—WCOA, local CBS affiliate, owned by John H. Perry Associates, and three Florida newspapers also under Perry ownership all (Continued on Page 5)

CBS Programs on KNOW

Austin, Tex. — Hearst Radio, of which KNOW is a subsidiary, has closed a deal for this station to get all the CBS national commercial programs broadcast to the southwest, it is announced by James W. Hagood, station manager.

Gets Money's Worth

J. L. Kraft, sponsor of the "Kraft Music Hall" on NBC-Red network Thursday nights, got his money's worth when he made a personal appearance on the program last week. Kraft talked for several minutes—and all of it was sales talk about his firm and its product. Probably the longest commercial heard on a major network in moons.

★ THE WEEK IN RADIO ★

... Summer Gains Continue

M. H. SHAPIRO

MAJOR webs continue to show important gains for hot weather months compared to the same month a year ago despite the expected seasonal drops from the peak months. ... CBS was up 53.8 per cent in July, while NBC showed a combined increase for both webs of 11.4 per cent. ... In both cases the cumulative totals for the first seven months of 1937 showed fast climbing, Mutual also being up on the cumulative total. ... RCA second quarter net top-

ped the 1936 second quarter by nearly \$2,000,000.

On Tuesday night the AFM Executive Board adjourned its own session as well as those with the transcription, radio and phonograph record men... leaving their demands with the respective groups until Sept. 16. ... AFM declared its position in no uncertain terms and with some modifications... there was no alternative for the ET, record and radio groups (Continued on Page 2)

★ THE WEEK IN RADIO ★

... Summer Gains Continue

(Continued from Page 1)

COMING and GOING

DON THORNBURG, CBS vice-president in charge of Pacific Coast operations, leaves California on Friday for New York on business, but will work in a little vacation with the family on the return trip via the Canadian Rockies with stops at Banff and Lake Louise.

JACK MILLS, music publisher, sails Wednesday for Europe, combining business with pleasure.

MARY MORRIS (Mrs. Thomas Meighan), actress, arrives back in New York today from London aboard the American Trader.

FRANCINE LARRIMORE returns from abroad today on the Queen Mary.

BOB EDGE, WOR fishing commentator, is off to Nova Scotia, where he will do a broadcast Thursday night through the facilities of the Canadian Broadcasting Corp.

DICK WELLS, announcer for "Ma Perkins" program out of Chicago, planned to New York as part of his vacation itinerary.

CAROL GAY (Dorothy Goodwin) woman commentator and directress on KMOX, St. Louis, has been looking over the New York skyline.

JUDD NORMAN, production man at KMOX, St. Louis, left last week for a California vacation.

SIDNEY GARRETT, foreign representative for Atlas Radio Corp., sailed Saturday for London.

ANDRE KOSTELANETZ, now in Hollywood, returns to New York about the middle of this month to resume direction of his Wednesday night programs.

JOLLY BARTON (Jolly Gillette) leaves New York on a theater tour next month.

LUCILLE STEVENSON, singing teacher who taught Hollar Shaw, has been seeing the New York sights under the guidance of Miss Shaw. Miss Stevenson is from San Diego.

ELINOR SHERRY, WOR blues singer, will play the Metropolitan Theater, Boston, for one week beginning Aug. 19.

CHAS. VAN BERGEN has gone to Tananaque, Canada, for a vacation.

BETTY GOODWIN has left for three weeks' vacation up to Saw Tooth Mountain, Idaho, thence to the coast.

FRANK MASON, NBC v.p., gets back on Aug. 20 from vacation.

ANNETTE MARANTZ of the WOR Artists bureau returns from a two-week vacation in New Hampshire today.

LAURETTE PETERSON of the WOR press department left Saturday for a vacation in Detroit.

BOB MURRAY, who has been singing over WHN for some time, left yesterday for Memphis, where he joins the Jesse Crawford orchestra unit as featured soloist at the Hotel Peabody for several weeks.

but to listen and swallow...and now try to see that a few thousand additional musicians are put to work... in one sense of the word, it is a relief job in the eyes of most broadcasters and they have to supply the relief dough.

American Federation of Radio Actors as a separate unit is fast getting under way with its organization plans, but it will be many months before the new organization will be in a position to sit down with the agency men and broadcasters and present definite demands...Screen Actors Guild, Actors Equity and American Guild of Musical Artists will underwrite the AFRA for \$10,000 apiece and advance it as needed until the organization gets back on its feet and is able to begin paying it back...CBS morning sales gained 136 per cent...NEA Service, Inc., entered the radio field with a full service available of its vast store of newspaper features, now being used in some 800 newspapers throughout

the country...Maxwell Hage is in charge of production and sales.

ARTA will extend its scope, according to developments at the third annual convention held in New York. ...CIO affiliation is giving the ARTA backing to encompass all of the communication field...Buick signed again for a championship bout on NBC, the coming Joe Louis-Tommy Farr match to be aired under its sponsorship.

The Ascap-American Federation of Labor affiliation appears to be off, with no formal plans in sight...a working agreement with the American Federation of Musicians, however, is feasible, and Ascap and the AFM will probably work together in the matter of political and legislative moves...when aimed at either one...Atlantic Refining Co. getting down to business on its pretentious football coverage in the East, with Kellogg doing the honors in the West.

P&G's WOR Disk Show Surprise to Live Cast

(Continued from Page 1)

being taken down from the a.m. programs heard on NBC, but talent was not especially informed of the matter.

Cast of "Pepper Young Family" sought an explanation of Pedlar & Ryan agency, because no additional salary was forthcoming for the WOR transcription. Agency countered that it was merely adding another station. Subsequently, Pedlar & Ryan informed members of the cast that if WOR programs worked out satisfactorily the account would probably add a third live talent show to its schedule and pay the actors accordingly.

Other P&G. shows are handled through The Compton agency, and all are heard both a.m. and p.m. on NBC webs.

Payne as "Dark Horse" In FCC Possibilities

Washington Bureau, RADIO DAILY

Washington—Out of several possibilities for FCC appointments to fill the vacant chairmanship and vice-chairmanship, Commissioner George Henry Payne is regarded as a "dark horse", according to talk here Saturday.

Payne is understood to be planning a drive to reduce WLW's 500,000 wattage despite the recent affiliation of Charles Michelson, chief Democratic publicist, with Crosley. He also intends to introduce "interesting evidence" when Attorneys Paul Segal and George Smith appear before the FCC in September to answer charges.

New Pontiac Program Will Use 78 Stations

(Continued from Page 1)

at 8-8:30 p.m. Fridays, with a rebroadcast at 10:30-11 p.m. EST for the west. The previous series used the Red network.

First six broadcasts will originate as follows: Oct. 1, University of Alabama; Oct. 8, Purdue; Oct. 15, Southern Methodist; Oct. 22, U. of Virginia; Oct. 29, Fordham, and Nov. 5, Indiana.

Production and direction of all shows again will be handled by Henry Souvaine Inc. under personal supervision of Souvaine and his associate, Tom Stix. No professional emcee will be used in the fall series.

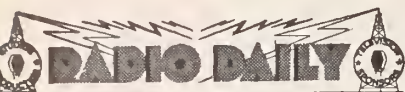
McManus, Johns & Adams is the agency.

Use 75 CBS Stations For Kate Smith Show

Kate Smith's new series for General Foods (Swansdown Flour and Calumet Baking Powder), starting Sept. 30, has had its station list boosted to 75. Program goes clear to the coast, Thursdays at 8-9 p.m. with a 11:15-12:15 rebroadcast. Young & Rubicam is the agency.

New Lambert Program Starts Sept. 28 on NBC

Lambert Co. (Listerine and Prophylactic brushes) starts its new half-hour dramatic show, "Grand Central Station", over the NBC-Blue network on Sept. 28. It will be heard Tuesdays for a year. Lambert & Feasley Inc. is the agency.



Vol. 2, No. 27 Mon., Aug. 9, 1937 Price 5 Cts.

JOHN W. ALICOATE : : : Publisher

DON CARLE GILLETTE : : : Editor

MARVIN KIRSCH : : : Business Manager

Published daily except Saturdays, Sundays and Holidays at 1501 Broadway, New York, N. Y., by Radio Daily Corp. J. W. Alicoate, President and Publisher; Donald M. Messerian, Treasurer and General Manager; Chester B. Bahn, Vice-President; Charles A. Alicoate, Secretary; M. H. Shapiro, Associate Editor. Terms (Post free) United States outside of Greater New York, one year, \$5; foreign, year, \$10. Subscriber should remit with order. Address all communications to RADIO DAILY, 1501 Broadway, New York, N. Y. Phone Wisconsin 7-6336, 7-6337, 7-6338. Cable address: Filmday, New York. Hollywood, Calif.—Ralph Wilk. 6425 Hollywood Blvd. Phone Granite 6607.

Entered as second class matter April 5, 1937, at the postoffice at New York, N. Y., under the act of March 3, 1879.

FINANCIAL

(Saturday, Aug. 7)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Am. Tel. & Tel.	171	170 1/4	170 3/8	- 5/8
Gen. Electric	57 3/4	57 1/2	57 5/8	+ 1 3/8
North American	27 1/4	26 3/8	27
North American pf.	52 7/8	52 1/2	52 7/8	- 7/8
RCA Common	10 1/2	10 3/8	10 1/2	+ 1/8
RCA First Pfd.	71	71	71	+ 1
Stewart Warner	18 1/4	18 1/4	18 1/4	+ 1/4

NEW YORK CURB EXCHANGE

Hazeltine Corp.	15 7/8	15 7/8	15 7/8	+ 1/8
-----------------	--------	--------	--------	-------

OVER THE COUNTER

	Bid	Asked
Stromberg Carlson	12 3/4	14 1/4

Sidney Garrett Named Atlas Foreign Sales Rep

Sidney Garrett has been appointed foreign sales representative of Atlas Radio Corp., of which Herbert R. Ebenstein is president. Garrett, long identified with the film industry and for many years representative abroad for Harold Lloyd and Sidney Chaplin, sailed Saturday for London.

McNamee Re-Signed

Graham McNamee has been signed for another year's contract to work on the Vallee hour.

Ed Cashman says-- "The Colonel From Kentucky"

(COL. JACK MAJOR)

IS READY FOR A COMMERCIAL

MONDAYS, 3-3:30 E.D.S.T.

WABC—Columbia Network

"Not How Big but How Good"

* * *

Serving over 400,000 Good Spenders

WJTN

of Jamestown, New York

NBC Blue Network

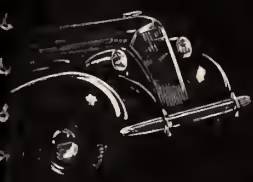
Power—with a purr

. . . *that's Columbia*

Power to drive a message *home* — geared to the most precise measurements in radio to tell you *whose* home and *where*. Power to make that message live—with all the soft-spoken strength of radio. Power to cover a continent—delivered by the world's largest radio network. *That's Columbia*—year after year, the choice of more leading advertisers than any other network.

Columbia, for example, has carried in 1937 (as in 1936) more hours of automobile advertising than the other major networks combined. Automobile advertisers on Columbia in the first six months of 1937, included: CHEVROLET · CHRYSLER · DE SOTO · DODGE · FORD · LINCOLN-ZEPHYR · LINCOLN · NASH · PLYMOUTH · PONTIAC

The COLUMBIA *Broadcasting System*



NEW BUSINESS

Signed by Stations

KPO, San Francisco

General Mills (Sperry flour), "Gloria Gale" sketch, through Westco Adv'g Agency, S. F.; Bulova Watch, time signals, through Biow Agency, N. Y.; Tillamook County Creamery Ass'n, live quarter-hour, through Botsford, Constantine & Gardner, Portland, Ore.; Richfield Oil, "Richfield Reporter," through Hixson-O'Donell Adv'g Inc., Los Angeles.

KVOR, Colorado Springs

Storz Beer, spot announcements, through Buchanan-Thomas, Omaha; Derby Oil Co., Wichita, Kas., daily sports review, through Potts-Turnbull, Kansas City; Coca Cola Bottling Co., "Refreshment Time," three programs weekly; Kerr Dry Goods Co., Oklahoma City, "News from Home."

KGO, San Francisco

Procter & Gamble, "Ma Perkins" disks, through Blackett - Sample-Hummert, Chi.; Petri Cigar Co., announcements, through Emil Brischacher & Staff.

WOW, Omaha

Emerson Cigar Co., one-minute spots before and after 5:45 p.m. News Tower; Kentucky Club, spot preceding 9:30 p.m. News Tower.

WSPR, Springfield, Mass.

Driekorn Baking Co., "Speed Benson," 15-min. disks produced by Quality Bakers of America.

KJBS, San Francisco

Rainier Brewing Co., daily spot announcements, through Lord & Thomas.

KMOX, St. Louis

International Harvester Co., spots announcements, Monday through Friday.

Yacht Cup Broadcasts
Turned Out a Fizzle

(Continued from Page 1)

starting with preliminary airings a week ago Saturday and continuing several times daily through last Thursday, and the amount of time devoted to the race were out of proportion to the listener interest, it was stated.

Expenditures for yachting experts to help on the commenting also is regarded as having been a waste of money, because the experts used so much nautical and technical language that few tuners-inners knew what they were talking about. On top of this, the nature of the event did not embody the necessary action and excitement to justify such intensive coverage, according to the reactions.



● ● ● A mighty baseball battle takes place next Sunday at 5-5:30 p.m. in Fancher's Field, Pound Ridge, N. Y., when George Bye's Prehistoric Sluggers meet Lowell Thomas and his Nine Old Men.... With Bye will be Gene Tunney, pitcher; Westbrook Pegler, catcher; Michael A. Connor, Deems Taylor, Stanley High, Frank Buck, Hendrik Willem Van Loon and Heywood Broun.... Thomas will pitch for his team, also has Frank Hawks, catcher; Lanny Ross, Prof. Gregory Mason, John Barclay, Capt. Jimmy Doolittle, Stoopnagle and Budd and H. T. Webster.... Umpire will be Katharine Cornell.... This is the second of a series of diamond encounters by celeb aggregations.... P.S. A soft ball will be used.

● ● ● Jane Pickens will be guest of honor Saturday night in the Georgian Room of the Hotel Piccadilly, where Jenö Bartal is music director. Norman Brokenshire's comeback via WOR is becoming the talk of radio row.

● ● ● The marquee of the Paramount Theater advertises "Phil Spitalny and his WORLD-FAMOUS All-Girl Band".... modest-like.... which remind us of the story Jack Pearl related just before sailing abroad with the Jack Bennys.... It was a decade or so back when Al Jolson made the first talkie—and radio was a one-station proposition on your crystal sets.... Jolson encountered Pearl after the grosses were coming in from the "Jazz Singer".... "Jack," said Jolson, "this picture business is a great thing. For a time the name of 'Al Jolson' was known to Broadway and a few other cities in which I played.... But with this picture business it's different. Today the name of 'Jolson' is known to every inhabitant in the United States!.... Not only that, but over in China, across the Pacific, the yellow race is acquainted with 'Al Jolson.' Imagine, even the Chinese".... To which Jack Pearl shrugged his shoulders and said: "That's fine—but who wants to KNOW Chinamen!".... Wonder what Jack Robbins will say to Murray Baker when the latter returns from his honeymoon?.... The other day a newspaper published a photo of the Bakers and said that "Baker is a music publisher".... What does Jack Robbins do, anyway?

● ● ● Jack Paar, youthful announcer for WCAE, Pittsburgh, was in a daze the other day, wordslinging that a stirring Sousa strain was a marital aire.... When informed of his boner and that he should have said "martial," Jack replied: "That's all right some times, isn't it?".... Probably this should be attributed to the fact that Jack is to be married shortly.... After waiting for 30 minutes to be seated at Benny Leonard's Restaurant the other nite, the champ finally escorts us to a table just vacated by Mike Jacobs, the fight promoter.... At a table directly in front was Jimmy Johnston—from whom Jacobs was to "take" Madison Square Garden the following day.... Funny how some girls in the business take themselves so seriously. Now Imogene Rose, the ork leader, decides that her career must come before marriage.... Henry Spitzer has Chappel, Crawford and Marlo music companies in his vest pocket—and isn't any different because of it.

● ● ● There's a young fellow over at WNEW who took to the airwaves a short while ago commenting on the day's news in a different way.... We never met the chap nor did we hear his airings. But one day, Herbie Steiner was talking LOUD in Lindy's—about a guy on WNEW called Richard Brooks—who is tops.... We didn't hear him that night or the nite after. But this we did hear—from others shortly afterward: That what Herbie Steiner said originally—was so!.... He deserves network recognition.... We discovered that the most influential person in Westchester is Bobby Feldman.... A few predictions (not plugs): That "Swing and Sway with Sammy Kaye" and Jerry Kruger's singing will be among the outstanding features that radio will offer this year!

GUEST-ING

GOGO DE LYS, who guested Saturday night on the "Hollywood Showcase" program with Lud Gluskin's orchestra, will be heard again Aug. 14 (CBS, 9:30 p.m.).

LEE WILEY and HARRY (BOTTLE) McNAUGHTON, on Harry von Zell's "Summer Stars," Aug. 15 (CBS, 7:30 p.m.).

FIFI DORSAY, on "For Men Only," tonight (WHN, 8:30 p.m.).

CLAIRE TREVOR, SALLY BLANE, DOUGLAS FOWLEY and JUDGE BEN LINDSEY, in scenes from "One Mile From Heaven," Aug. 13 (CBS, 9 p.m.).

PHIL NAPOLEON, ork leader, on "Grandstand and Bandstand," today (WMCA, 2:30 p.m.).

CLAUDE RAINS, FAY WRAY, THE FOURSOME, and DALIES FRANTZ, pianist, on "Kraft Music Hall," Aug. 12 (NBC-Red, 10 p.m.).

ALLAN JONES, on Werner Janssen's Fleischmann program, Aug. 15 (NBC-Blue, 7:30 p.m.).

MIRIAM HOPKINS and repeat engagement of TOMMY RIGGS, added to guest list for Vallee Variety Hour, Aug. 12 (NBC-Red, 8 p.m.).

MARY BOLAND, on "Show Boat," Aug. 12 (NBC-Red, 9 p.m.).

NETWORKS TACKLE JOB
IMPOSED BY A. F. OF M.

(Continued from Page 1)

standby units is expected to run into a possible \$3,000,000 annually if even less than 2,000 musicians are put to work at an average weekly wage scale of around \$50 a man. Networks themselves, on the basis of the owned and operated stations, will also be tapped a tidy sum.

Station relations men contacting station owners and managers to date find the general action is mostly an acknowledgment that perhaps more men should be put to work, but that the matter does not work out for them personally. Some web affiliates state most of their time is taken up with network programs and but very few spots are open for the transcriptions which will eventually necessitate using a house crew or standby band.

Numerous small-town stations can't see where they will be able to obtain competent musicians locally and others can't see how they will be able to afford the luxury. Most of the contacting regarding the proposed AFM rules will have to be done by letter.

AFM is also faced with the necessity of closing nearly 700 individual contracts with stations, many presumably to be set with the AFM Local in the respective towns. Networks say they are on the spot and can't fight the AFM, but that the NAB might.

ORCHESTRAS MUSIC

PAUL WHITEMAN now is a colonel on the staffs of four governors, the latest to commission him being Governor Marland of Oklahoma. Whiteman also is a colonel in Kentucky, Texas and New Mexico.

Cab Calloway has a new member in his Cotton Club Orchestra, none other than Chu Berry, rated as one of the leading tenor sax players. Berry was one of the small swing combination which Calloway presented on the "Saturday Night Swing Club" session over CBS last Saturday night.

Al Donahue plays the Roosevelt in New Orleans for the week of Aug. 26 after leaving the N. Y. Rainbow Room.

Woody Herman and his ork open at Brighton Beach, N. Y., for week of Aug. 8. Set by Rockwell-O'Keefe.

Benny Meroff and his music set for week of Aug. 22 at Manhattan Beach.

Ozzie Nelson and his orchestra will leave for Hollywood next month following their local engagement at the Astor Roof. The Bakers' Broadcast, Nelson's commercial, will emanate from there. In the meantime, the Nelson orchestra is heard over four late-hour sustaining programs from the hotel spot.

Les Brown and his Duke Blue Devils have started a return engagement at Playland Casino, Rye, N. Y. They will be in this spot for five weeks, with an NBC wire.

CRA has booked Russ Morgan and Lucky Millinder orks to play at the Daily News Harvest Moon Ball at Madison Square Garden on Aug. 25.

Mildred Butz' trio is off the air temporarily as the St. Charles Bar, New Orleans, goes non-musical again. Trio aired over WBNO.

Dave Winstein, airing from Club Plantation, New Orleans, over WDSU, is causing some comment with his "Swing Marches On," a collection of swing tunes orchestrated with a jungle music introduction.

Charles Wakefield Cadman, one of the best known of American composers will be the principal speaker at the Chicagoland Music Festival luncheon in the Drake Hotel on Aug. 20. Cadman's address as well as solo selections by the opera star, Margery Maxwell, will be broadcast at 2:15-2:30 p.m. over WGN.

Ralph Ginsburgh, director of Chicago's Palmer House Concert orchestra which is heard daily over WGN and the Mutual network from the Victorian and Empire Rooms of that hostelry, left Saturday for a three-week vacation in Northern Wisconsin. During his absence the concert group will be directed by Oscar Chauswo.

NEW PROGRAMS—IDEAS

More Straight Talk

When General Hugh S. Johnson makes his debut as a news commentator Sept. 27 over the NBC-Blue network in behalf of Grove Laboratories of St. Louis (Grove's Bromo Quinine), radio listeners will be treated to regular talks by one of the most outspoken commentators of the day, and one who displayed unusual oratorical gifts in radio talks on the New Deal not so long ago.

General Johnson will discuss the news of the day in the field of politics, government, international relations, personalities or on any other subject which he may choose. His contract specifies that the sponsors will exert absolutely no influence on the opinions he may express or on the text of his remarks.

He will do his broadcasts, Mondays and Thursdays at 8-8:15 p.m. and Tuesdays and Wednesdays at 10-10:15 p.m., from New York, Washington or Chicago, depending on his travel requirements. Johnson also writes a daily syndicated newspaper column.

"New Haven on Parade"

"New Haven on Parade," a new series of music—and interview programs with New Haven's civic and municipal leaders, will be presented over WICC on Friday afternoons at 5:30 to 5:45 starting this week. The initial program will introduce Mayor John Murphy, speaking on forthcoming municipal activities during the fall season, followed on Aug. 20 by Superintendent of Schools Edward Fitzgerald. Music for the program will be specially chosen from WICC's extensive transcription library.

WICC also will shortly begin airing daily weather and barometric reports for Connecticut and metropolitan areas, putting the readings on the air within 12 minutes after their compilation by the U. S. Weather Bureau in New Haven.

CBS Mid-Summer Biz Shows Sharp Increase

(Continued from Page 1) the total is \$296,530, an increase of 20 per cent. For purposes of accurate comparison, 1936 figures do not include time sales for the 1936 Presidential campaign. Daytime expenditure for the week jumped 284 per cent, from \$32,740 to \$125,575, and daytime advertisers increased from 4 to 14.

Elliott Roosevelt After Station KABC

(Continued from Page 1) price for KABC, owned by Harry Lee Taylor, Early Wilson, Ethel Brown Barrett and Thurman Barrett, is said to be between \$50,000 and \$60,000. Location is expected to be moved from the Texas Theater Bldg. to the Plaza Hotel.

General Safety Program

"Accent on Safety," new afternoon show, emphasizing the need for safety in daily life, took to the air recently over WCBA-WSAN, Allentown, Pa. Program, on the air daily at 5:45-6 p.m., presents Edgar P. Paulsen, well-known local educator, who is giving a summer course in safety at Muhlenberg College in conjunction with his work at the station. Talk deals with safety in the home, on the farm and in industry, and brings to the microphone guest personalities such as the city policy commissioner, fire chief, health authorities and other civic agencies. Also featured at the end of each program is a one minute transcribed message from the Pennsylvania Governor's Highway Safety Council.

Idea worked out jointly by announcer Charles Seebeck and Edgar P. Paulsen, and sponsored by Dietrich Auto Sales, the Benesch Furniture Co., and the Superior Restaurant. Copy, written by Charles Seebeck, ties in very effectively with presentation. The series is being recorded by Lopez Transcription Co. for use at other stations.

Safety Patrol

"For Safety's Sake," new program, is being aired each Saturday at 1:30 p.m. over WRJN, Racine, Wis., with the Goodrich Safety Patrol featuring a short-wave broadcast from a car cruising up and down Main Street in Racine. Motorists are asked questions concerning driving regulations and weekly awards are given to safe drivers. The weekly program is relayed through WRJN from the station's mobile short-wave transmitter, W9XLC.

Air Council Meetings

The Superior, Wis., city council has voted unanimously in favor of having council meetings broadcast over station WEBC.

Les Tremayne Quitting "Betty and Bob" Serial

Chicago—Les Tremayne, star of "The First Nighter" and also appearing for the last two years in the male title role of the CBS daily serial, "Betty and Bob," has turned in his notice of withdrawal from the latter show, effective Aug. 13. Salary differences with the agency, Blackett-Sample-Hummert, is said to have caused the rift.

BBC Radio Exhibition

London—British Broadcasting Corp. will hold its 1937 Radiolympia on Aug. 25-Sept. 4 at the Olympia exhibition center in Kensington. The displays will demonstrate the empire broadcasting service.

AGENCIES

STELLA UNGER, of the Erwin-Wasey agency, spent two days of her vacation at Saratoga. She made one bet each day and won each bet. The amount wagered just covered her taxi fare to and from the track, so she figures she is still out the money she paid for hotel expenses.

THORNLEY & JONES INC., Chicago, is the agency handling Stewart-Warner Corp., which plans an increased radio campaign on its new fall line of receiving sets.

Lawrence F. Gerber has resigned as vice-president of the American Electrotape Co. to join Koch Bros. Inc., Milwaukee advertising firm, as contact man.

KENYON & EKCHARDT is handling the account of Piel Bros. Brewery, Brooklyn, which is using spots as its first radio activity.

WCOA and Newspapers Show Big Adv'g Gains

(Continued from Page 1)

showed substantial increases in advertising revenue for the first half of this year.

WCOA gained 583 per cent in network revenue, as compared with the first six months of 1936, while national and spot revenue increased 51.9 per cent. The station celebrates its 11th anniversary this fall.

With a gain of 452,899 lines during the first six months of 1937 over the same period of 1936, the Jacksonville Journal, Perry publication, led all week-day newspapers in the state in total lineage increases. Another Perry paper which has recently come into prominence in north central Florida is the Panama City News-Herald of Panama City, which showed a gain in total advertising during this period of 110 per cent.

The Pensacola News-Journal also of the Perry group, showed a gain in total advertising for the half year of 12 per cent. The News-Journal has showed a steady increase in national advertising this Summer, and the June Media Records report revealed that the general advertising was up 22.5 per cent over June of 1936 and automotive advertising for the same period showed a gain of 104.13 per cent.

This unusual growth in radio and newspaper advertising in north Florida is largely attributed to the fact that the cities along the Gulf and Atlantic coasts adjacent to this section are becoming important Summer resorts for people throughout the southern states. Visitors to this section have greatly increased this Summer and north Florida is rapidly becoming a year-around resort section. Another contributing factor to the growth of business in north Florida is the paper-making industry, which is making rapid strides throughout this section.

Kidoodlers to Disk

The Kidoodlers have been signed by Brunswick for one year to wax series of disks.



FRANK MORGAN, screen and stage star, will be making his Shakespearean debut when he appears as Jacques in "As You Like It" over CBS next Monday. Also in the cast will be Wendy Barrie, Moroni Olsen and Conway Tearle as narrator.

Tonight's "King Lear" over CBS will have Elisabeth Risdon co-featured with Thomas Mitchell, who plays the title role. Others in the cast are Morris Ankrum, Margo, Mady Christians, Herbert Ransom, Evan Thomas, Byron Foulger, Philip Terry, Russell Hicks, Vernon Downing, Eric Snowden, Dennis Green and Albert Van Antwerp.

"Magic Key of RCA" in its entirety will originate in Hollywood for the first time with the program of Aug. 15. Broadcast will be from the 6700-seat Shrine Auditorium and lineup includes Nat Shilkret and orchestra; complete scene from RKO's "Flight from Glory", with Chester Morris, Onslow Stevens and Whitney Bourne; Frank Forrest; Doris Weston, NBC artist; Bob Benchley and, on a special NBC short wave hookup with Honolulu, the Ioni Namokueha Sereaders, in a program of native songs and music as only the Islanders themselves can do them.

Alice Brady scheduled to do "Mourning Becomes Electra" in the guest dramatic spot on Chase & Sanborn Hour despite the fact that NBC announced a series of O'Neill dramas to follow the Shakespearean cycle and included "Mourning" in the repertoire.

Frederick Stark, KHJ-Don Lee conductor, probably holds the non-stop recording record with his feat of directing a large orchestra, principals and chorus and waxing 21 disks in a six hour session, with nary a re-take.

"Bobby" Woodburn, of the Radio Features Service staff, off on the annual two-weeks-with-pay. Nothing planned except to finish reading *Gone With the Wind*.

Clarence Muse being tested for important singing role in the forthcoming Warner musical based on the Louella Parsons perennial, "Hollywood Hotel."

Stu Willson, conductor of KHJ's "Rise and Shine", plays host to an anticipated host of Rise and Shiners at a barbecue-picnic in Griffith Park, on Aug. 22.

Alvin Wilder, commentator on KNX for Wilder Furniture account, off the air for balance of the summer, resuming Sept. 13.

"Ev" Meade, of Young & Rubicam, is off to Lake Tahoe on vacation, with Carroll O'Meara taking over the Meade production chore on "House Undivided."

Allen and Davis have resumed their

RADIO PERSONALITIES

No. 58 in the Series of Who's Who in the Industry

TWENTY years is a long time, but 20 years in radio is well nigh a record. Yet Harrison Holliway, manager of Earle C. Anthony's KFI and KECA in Los Angeles, wears his service stripes for the two decades—and has many accomplishments as verification.



20 years in radio—and a variety show pioneer.

Although he is only 37, Holliway is known as "The Grand Old Man of Radio". In 1911, 11-year-old Holliway starting experimenting with the crude forerunner of radio. By 1920 his experiments had been so successful that his short wave receiver picked up a Canadian station 1,800 miles away. It was a great accomplishment at that time. Newspapers and magazines throughout the country carried stories and pictures of the event. Enheartened by this recognition, Holliway started a broadcast station of his own—6 BN, San Francisco.

He was on the air daily, broadcasting records and making his own announcements. He went to Stanford University to study law but gave it up after three years because the leaning toward radio was so strong. In 1922, when the San Francisco Emporium, department store,

started its radio station KSL this 21-year-old youngster was called in to construct, operate and manage the station.

In those days programs consisted mainly of recordings. But Holliway, a pioneer, began doing something different by introducing prominent personalities on the air.

In 1924 Holliway was called to begin construction of KFRC, San Francisco. He literally built that station from the ground up, beginning with an experimental hotel room and culminating with an important station hat later became a member of the Don Lee network.

In 1927 Holliway began the "Blue Monday Jamboree"—first of the present day variety shows. It was the first variety program of its kind, two hours in duration, to be released by any network. Under his guidance there developed such now-prominent radio names as Meredith Willson, Al Pearce, Yahbut and Cheerily, Tommy Harris, Hazel Warner, Frank Watanabe, and scores of others.

A year ago Holliway resigned from KFRC to accept Earle C. Anthony's bid to manage KFI-KECA, NBC affiliates in Los Angeles.

Holliway is married to Juliette Dunn, well known soprano. They have two sons. His hobbies are boating, tennis, and short wave radio. In fact, the latter often keeps him up half the night as in the recent Amelia Earhart disaster.

State Taking Over WGST

Atlanta—Preliminary steps will be taken at once by the State of Georgia to assume control of WGST, says Governor Rivers. Station is now operated under private lease. Governor Rivers has also announced that he will appoint the three citizen members of the State Radio Commission called for, members already designated by the general assembly being the governor, president of the state senate, speaker of the state house of representatives, and president of the Georgia School of Technology.

Stork Doubles at NBC

Adam J. Yung, Jr., NBC statistician, is the father of a boy. Weighed in at eight pounds, three ounces. H. Weston Conant, sound effects technician, also papa of a boy.

popular "Musical Memories" on KMTR.

Gus Edwards will introduce 18-year-old Yoshi Arimatsu, singing sensation from Tokio, on his "School-days" over KFWB-KNX and CBS Pacific Coast net, today, with KSL, Salt Lake City, being added to the CBS stations picking up the show on this date.

The annual football buildup starts with a bang over KNX-CBS next Saturday, when Gary Breckner will in-

WRTD Staff Shifts

Richmond—Robert W. Ehrman, professor of German at the University of Richmond, will take over the duties of continuity director of WRTD, effective Aug. 15, it is announced by Jack Maxey, manager. Ehrman succeeds Bernard M. Dabney Jr., who becomes publicity director.

Ehrman has been associated with the staff of WRTD since July 1. Dabney, a graduate of the U. of Richmond, has been continuity director since June 15, dividing his duties to include publicity for the station. Beginning Aug. 15, he will have charge of all publicity and promotion for WRTD, devoting his full time to these duties.

interview Howard Jones, Bill Spaulding, Tom Leib, Ted Norton of Texas A. & M., Loeb of West Virginia, and several other big time coaches who all happen to be hibernating at Catalina Island.

Charlie Kraft is back on KMTR, Thursdays, 7:45 p.m.

Jerry Sackheim, Universal scenario editor, being quizzed by Matty Kemp on his "Amateur Authors" program today.



CARLTON KELSEY, CBS western division music director, has revealed his marriage, on July 24 in Indianapolis, to Mrs. Lillian Carter Younghusband, former wife of a Chicago cosmetics manufacturer.

Walter Wicker in town on business.

Annette King, NBC contralto, will appear at the early concert in Grant Park today.

Pat Murphy of "Girl Alone" show, Hugh Rowlands of the "Young Hickory" program, and Willard Farnum of "A Tale of Today" cast, all of NBC, went to Kenosha to attend an NBC Liars' Club Golf Tournament. Raymond Johnson of "The Guiding Light" serial donated the trophy—a tin cup with a hole punched through the bottom—in honor of the joust being held in his home town.

Don Quinn, Fibber McGee and Molly scripter, is back from Washington, where he gathered "local color" for the McGee "capital sights" show tonight.

WGN was host to 21,000 studio visitors during July.

C. L. Menser, NBC central division production chief, on a vacation trip in his four-cabin plane.

William L. Klein, director of WIND Germania broadcast, at Salzburg, Austria, on European vacation trip.

Hunter with Irene Rich

West Coast Bureau, *RADIO DAILY* Los Angeles—Irene Rich will have a new leading man in the person of Henry Hunter when she starts her new NBC series for Welch's Grape Juice on Sept. 13. Hunter has appeared with Miss Rich on occasion before under the name of Arthur Jacobs, while he was still on the NBC dramatic staff in Chicago. Placed under contract to Universal by NBC artists' bureau, the name metamorphosed into Henry Hunter and he has had some important picture assignments. Hunter remains permanently with Miss Rich, whose program switches from NBC Red to Blue net and a Sunday spot on Aug. 15, following final airing on the old schedule Aug. 13.

"The Wise Man" Back

After a year's absence, "The Wise Man" returns to the air for a new series over NBC-Red network at 2:30 p.m. Tuesdays. Alma Kitchell, contralto, and an instrumental ensemble provide the musical background for his inspirational talks.

Rush Work on New Station

Lincoln—Central States Broadcasting Co. is rushing work on the recently FCC-okayed experimental station which will be located near Omaha and will re-broadcast KOIL programs. Station will operate in the high frequency brackets.

★ Program Reviews ★

"GUN-SMOKE LAW"

Sustaining
WJZ—NBC-Blue Network, Thursdays, 8-8:30 p.m.

FAMILIAR PATTERN WESTERN SERIAL THAT WILL PLEASE ITS TYPE OF FANS.

For more than 20 years the movies have been turning out western action dramas at the rate of a hundred or more a year—all with the same plot—and this new radio serial does not deviate from that tradition.

There is the cattle ranch with a dishonest foreman and a couple of henchmen engaged in cattle-stealing; the newly-arrived hero who is resentfully hired by the foreman because the ranch owners sent him and who sees right away what he is up against; the young schoolmarm over whom the crooked foreman and the hero eventually will have a fight; the friendly oldtimer who takes a liking to the young newcomer because he knew his dad; and all the other approved ingredients of such melodramas.

Wilbur Hall, author of the script, apparently knows his cattle country, so his material will click with the western fans despite its obvious hokum. The cast, too, sounds good—especially the hero, the teacher and the villain.

DOROTHY THOMPSON

American Cigaret and Cigar Co.
WEAF—NBC-Red network, Fridays 10:45-11 p.m.

Compton Adv'g Agency

NOTED NEWSPAPERWOMAN AND COMMENTATOR DISCUSSES PERSONALITIES IN CANDID CAMERA STYLE.

Pall Mall makes its radio debut with an excellent choice in Dorothy Thompson, probably without a peer among the femme sex as a political observer and commentator on worldwide events. Rather long commercial opened the program, also a seemingly superfluous presentation of Miss Thompson's credentials and that she is the wife of Sinclair Lewis. However, for a first show, perhaps it is excusable. Usually, the commentator has been heard in the a.m.

Dictators and other political figures around whom the war clouds flit, came in for the "candid camera" shots, including terse word pictures

of Stalin, Hitler, Mussolini, Leon Blum, Anthony Eden and Cordell Hull. Talk included mention of the current China-Japan crisis and other international highlights. Late-hour spot should prove an interesting one for those interested in world events by one who knows her stuff and how to present it.

Vallee's Varieties

Tim and Irene were the highlight of Rudy Vallee's hour over NBC-Red network last Thursday night. They were a lot funnier in this show than on their own program. It must be due to inspiration provided by the bigger-time setting.

Eddie Green's takeoff on "Hamlet" wasn't as funny as it could have been. No fault of Green's. The script just didn't take advantage of all the possibilities, especially the current ones, for getting comedy out of "Hamlet."

Molly Picon was delightful in a trio of songs, especially her "I'll Be Off to Tipperary in the Morning," and in her exchange of quips with Vallee.

Grant Gardner, old vaudevillian, also did an entertaining bit, and there was a mimic by the name of Tommy Riggs who sounded as though he really has something.

Joan Edwards

Pleasing voice, plus a vivacious personality, make this girl one of the few soloists on the air today who can really sell herself to an audience with a song. Although a veteran of radio at 19, Miss Edwards is really getting her first break at big time now. She is heard Wednesdays, 8:45-9 p.m., over an NBC-Blue network. Should definitely have a bright future in the broadcasting business.

"Janet Pierce Entertains"

"Janet Pierce Entertains"—and she does—over WSPR, Springfield, Mass., is rounding out into a nice show. She conducts her own program of popular music in a good voice, and with a pleasing personality. Occasionally she introduces new voices, recently bringing the rhythm duo, Libby and Jonnie, to the air. Her programs are pleasing, and are presented in a nice manner.

Networks Cold to Mrs. Crater

An attempt to commercialize, via radio, on the recent publicity given Mrs. Stella Crater, wife of the missing justice, has fallen through. Under the guidance of Samuel Berger, Mrs. Crater made a special trip to New York last week when the possibility of selling her commercially presented itself to Berger. However, attempts at every radio station in New York failed, and the best Berger could obtain for Mrs. Crater was an audition on the NBC News Reel show. When all stations nixed the deal, Mrs. Crater announced she would return to Maine today.

Scribner Returning to WOR

Jimmy Scribner will bring his one man show back to WOR beginning Aug. 23. Program, entitled "Johnson Family," features 22 different roles, all acted by Scribner. In addition to his acting, Scribner writes, produces and works the sound effects for the program. Show is heard Monday through Friday at 6:45-7 p.m.

Dramatize Belasco

The life story of the late David Belasco, theater genius, will be presented in the "Great Men in History" series presented by the WPA radio division over WLTH on Wednesday at 10:15-10:45 p.m.

... Radio's own daily newspaper modestly presents a series of 100 unsolicited testimonials as to what Radioland thinks of RADIO DAILY.

THE CALL BULLETIN

San Francisco, Calif.

"... I think your RADIO DAILY is a knockout sheet, filling a long-felt want in the radio industry. There should be no doubt of its success."

Bob Hall

Radio Editor.

IOWA BROADCASTING SYSTEM

"... In RADIO DAILY I think you really have got something. I especially like the reviews."

Mary Little

Radio Editor.

WFAS

White Plains, N. Y.

"... I think that in RADIO DAILY you have an excellent publication, and that it affords the most efficient organ in the industry for prompt action by the stations in following up proposed new campaigns."

Frank A. Seitz

President.

... RADIO DAILY is six months old. It is growing fast. It already has the confidence of a great progressive industry. Watch RADIO DAILY.

Coast-to-Coast

RALPH KIRBERY, The Dream Singer, is engaged in multiple activity these days. He has just completed a movie short for Mentone Productions (Universal release), with Jean Sargent, singer, and Harry Savoy, comic, also in the cast. Kirby also is scheduled for more shorts. In addition to this and his radio work, the Dream Singer is making transcriptions which are to be sent to England, presumably to be used for auditioning purposes in connection with British advertisers who plan to broadcast over U. S. stations. Hugh Ernst is making the disks.

Vivienne Segal has two more productions to do at Jones Beach before she returns to the air. She will appear next in "Of Thee I Sing" and later in "Anything Goes" at the resort.

"An Incident of the Cosmos," dramatized by Irving Proser from a story by Paul Y. Anderson, was added to yesterday's CBS "Workshop" bill, which also included "The Last Citation," by John Whedon.

Miami loses one of her announcers when Ron Jenkins leaves WQAM to take over programs at WSOC, the NBC station at Charlotte, N. C.

Boarman Byrd who conducts the column "Between Broadcasts" for the Miami Daily News, Miami, is leaving on a vacation trip. During his absence members of the WIOD staff are pinch-hitting for him and will write his daily column in turn.

Orville Revelle, well known Cincinnati "Man-About-Town," is now doing a series of "Hollywood Gossip" programs over WCPO, Cincy's News Station. His chats are scheduled daily at 11:10 a.m. and 7:55 p.m.

The Elmore Vincent (Senator Fishface) family is spending a two week vacation with the Don Johnson's (Professor Figgsbottle) at Long Beach. Fishface claims that this is a slight lull in his campaign for

He Learned About Radio Results

Colorado Springs, Colo.—After this, perhaps accounts will listen to a certain sales executive on KVOR. One of this salesman's accounts, a soft drink manufacturer, insisted on giving away free cartons of six bottles each for three hours one afternoon. No money was to be charged for drinks, just deposit on the bottles. The salesman argued. The sponsor wasn't sold on the time he had bought on the station—11:45 o'clock Monday, Wednesday and Friday mornings. The salesman continued to argue—but you can't talk back too much to good accounts!

As a result, one announcement was made on one program. A trick telephone call—one woman calling another about the free offer—was incorporated in the following musical number. That afternoon hundreds of free cartons were given away in an hour and 20 minutes. Bottlers worked feverishly, but 1,100 men and women were turned away. This offer was for adults only. The day was cool and rain threatened. Spotter caught three Junior Leaguers leaving without cartons—and frowning!

The soft-drink manufacturer is trying to figure some way out of the spot! The salesman is beaming. The time is set on KVOR for many more weeks.

KSTP Pulls Some Coups In Covering Golf Event

St. Paul—KSTP, Twin City independent, pulled a coup and went to town on its eight-a-day broadcasts of the 8th Annual St. Paul Open at Keller course by getting Patty Berg, nationally known amateur golfing star, as commentator on the play of the day.

Eight years of covering the well-known midwest golfing event aided the station and brought all the topnotchers to the KSTP tent, including Lawson Little, Johnny Revolta, Sam Snead, Dick Price and scores of other big names from Ralph Guldahl down.

Miss Berg, on hand to view the tournament, was garnered by Roch Ulmer, announcer, and Joe Meyers, newsman, detailed to cover the event for the station. She agreed willingly and even covered some of the play for the station.

Another nice angle was worked when the boys found Viola Dana, former silent film queen, on the grounds, got her to go before the mike with a 15-minute interview of the "golf widows." • Miss Dana, now the wife of Jimmy Thompson, golfing pro in the game, managed to get Mrs. Lawson Little and Mrs. Guldahl on the air for the station.

Mayor of New York City. However, while resting, he managed to think up a few more campaign promises for announcement on his Sunday program at 4:30 p.m. over WJZ and the NBC-Blue network.

Ann Margaret Becker, the first airline stewardess in the United States to get a commercial radio operator's license, will be presented on WMCA in an interview with Frankie Basch next Friday night at 7:00 p.m.

Maurice Webster, formerly announcer at KVI, Tacoma, but now with CBS in Hollywood, has been revisiting the Puget Sound city on vacation.

Syd Hayden's 52nd broadcast on hiking and camping will be heard over WNYC on Wednesday at 6-6:15 p.m.

Zephyr Cig Campaign Set by Axton-Fisher

(Continued from Page 1)

et will be spent on radio, as sponsor is well pleased with success of its air results of Twenty Grand cigarettes, which was introduced and advertised on the air. Programs plugging the new brand have already been set on WNEW, New York, and stations in Chicago, Milwaukee, Springfield, Ill., and Indianapolis. More radio is scheduled for the fall. McCann-Erickson Inc. is the agency.

Auditioning Announcers

WNEW is auditioning announcers to fill vacancies in the station. Under the supervision of Martin Block, those auditioning first read a commercial, then ad-lib a repeat of the same product. Reason advanced by the station for ad-libbing is that three top broadcasters of station, Martin Block, Stan Shaw and Allan Courtney, all ad-lib every commercial on their various broadcasts.

New Call Letters Assigned

Washington Bureau, RADIO DAILY

Washington — Following new call letters have been assigned by FCC: KELA, Central Broadcasting Co., Centralia, Wash.; KTBC, State Capitol Broadcasting Ass'n, Austin, Tex.; KRAB, Redlands Broadcasting Ass'n, Lufkin, Tex.

CINCINNATI

Arthur C. Stringer, new sales promotion head of WLW-WSAI, will coordinate the sales promotion, advertising, publicity, statistical and research departments. He is a U. of Chicago graduate.

WCPO is now ensconced in its expanded offices in the Keith Bldg.

Latham Owens and Sydney Cornell, Crosley continuity writers, leave Aug. 15 for Hollywood to write for Joe Penner.

COLUMBUS

Columbus Dispatch has changed its "Headlines of Yesterday," over WBNS, from three 15-minute programs to a half hour on Friday.

The URE Drugs contracted for a 13-week spot campaign over WBNS. John Moses, WHKC announcer, and Mary Wehr of the program department vacationing somewhere in New York State.

Coming Events

Aug. 12: American Radio Telegraphists Ass'n meeting, Hippodrome, New York.

Aug. 23: Credit Retailers' Ass'n of America annual convention, Hotel New Yorker, New York.

April 28-30, 1938: American Ass'n of Advertising Agencies 21st annual meeting, The Homestead, Hot Springs, Va.

Sept. 18-27: International Radio-Television Exposition under auspices of S.P.I.R., Palais de Foire, Lyons, France.

Oct. 21-22: American Ass'n of Advertising Agencies Pacific Coast Convention, Hotel Del Monte, Del Monte, Cal.

Nov. 1: Inter-American Radio Conference, Havana.

Dec. 8-12: Eighth Annual International Radio Club Party, Havana.

Feb. 1, 1938: International Telecommunications Conference, arrangements being made by General Manager of Egyptian State Railways, Telegraphs & Telephones, Cairo, Egypt.

April 4-14, 1938: World Radio Convention Engineers (Australia), Sydney, Australia.

April 20-30: National Electrical and Radio Exposition, Grand Central Palace, New York.

Aug. 25-Sept. 4: Annual Radiolympia Exhibition, British Broadcasting Corp., at the Olympia, Kensington, London.

Oct. 27-30: Annual meeting of Association of National Advertisers, The Homestead, Hot Springs, Va.

Phil Baker Program Goes Coast-to-Coast

(Continued from Page 1)

Oil. Starting date on the series is set for Oct. 3 and time will be the same, 7:30-8 p.m. Programs will be aired over a CBS network of 60 stations, and will mark the third straight year that sponsor has selected Baker for the program. In addition to Baker, Harry McNaughton, Beetle, orchestra and soloists will be heard. Young & Rubicam is the agency.

NBC Pages Make Good

Hugh McLrevy, formerly an NBC guide in the New York studios, has been appointed a staff announcer at KYW.

Arthur Gabarini, NBC page in the New York studios, has passed a voice test and will commentate for National Screen shorts.

ONE MINUTE INTERVIEW

CARLO DE ANGELO

"Radio Advertisers cry copious tears for something NEW. There are eight notes in music, eight plots and only 36 dramatic situations. Goethe attempted to uncover more than 36 without success. Reason: There are only 36 human emotions. The success or failure of a radio program depends on the treatment given the old plot and situations plus the craftsmanship of the director who brings it to life. And radio advertisers cry copious tears for something NEW."

FRANK DEGEZ

CUSTOM CLOTHES

46 WEST 48 ST.
NEW YORK

BR yant 9-9746

It's a great feeling to be really well dressed at all times. Fine imported materials smartly tailored will give you that feeling. We know. We have been dressing some of the best known Radio, Stage and Screen artists for years. Suits priced \$65.00 up.



RADIO DAILY

Serving the Better Interests of Commercial Radio and Television



VOL. 2, NO. 28

NEW YORK, N. Y., TUESDAY, AUGUST 10, 1937

FIVE CENTS

FTC Grants Music Code

WFIL FALL SALES JUMP 32% OVER LAST YEAR

Philadelphia — Having hit a high mark for summer business where previous seasons found a lull, Donald Withycomb, WFIL general manager, reports that the station's fall business will set a new peak. In scrutinizing the sales chart for September, Withycomb finds that buying is 32 per cent ahead of the same month last year. And since August is considered the best month for autumn placements, that percentage will be upped before the month is out.

Since July 1, time commitments have been made for 15 NBC Blue net

(Continued on Page 3)

Fred Allen Resuming Nov. 17 in New York

Fred Allen will return to the Ipana-Sal Hepatica hour on Nov. 17 (NBC-Red, 9-10 p.m.), show remaining a one-hour program despite Allen's hope that it would go to half the time. Allen, now resting in Maine, will start for this city and then to Hollywood, where he will make a picture.

Present plan of the comedian is to arrive in New York from Hollywood

(Continued on Page 3)

N. O. Stations Oppose Ban on Announcements

New Orleans—Plans projected by WWJ, Detroit, for eliminating spot announcements and program breaks during certain periods of the day are regarded by local radio officials as impractical for stations at large.

Vincent Callahan, manager of WWL, CBS outlet, likens the idea to

(Continued on Page 3)

Quadruple in Brass

Chicago—An average of five actors supply the average of 20 or more voices usually heard on the "Fibber McGee and Molly" broadcasts over NBC-Red network on Monday nights.

Jim and Marian Jordan, Bill Thompson, Hugh Studebaker and Harlow Wilcox are the standbys. Marian tops the list with five characters.

Another Blast

Washington Bur., RADIO DAILY
Washington — While conceding that the Connelly resolution for a probe of the radio industry has little or no chance this session, Congressman McFarlane of Texas, who recently blossomed forth as a "radio crusader," served notice yesterday that he would take the House floor today to deliver another radio and television blast. He, too, wants an investigation.

KCMO REVAMPS STAFF FOR BUSINESS PICKUP

Kansas City—On the basis of present summer business and an expected fall increase, KCMO inaugurates an expansion program by enlarging and re-assigning the station staff. A. F. Schliecker, who has been handling both sales and production, has been relieved of production duties and promoted to sales director. Larry Sherwood, a 15-year-man in radio and head announcer at KMBC before

(Continued on Page 2)

Indiana Broadcasters May Form Association

Muncie, Ind.—Donald Burton, owner of WLBC, has sent a letter to all radio station owners and general managers in Indiana suggesting a meeting later in the month at Indianapolis to select a director for the state to the National Association of Broadcasters. Meeting also is expected to develop into the formation of an Indiana Broadcasters Association.

NAB Charges Unfairness In Tactics Used by AFM

Method being employed by American Federation of Musicians to obtain various demands from broadcasting companies, stations and transcription firms is characterized as unfair in a letter sent late last week to all stations by the NAB. The communication, signed by Managing Director James W. Baldwin of NAB, Mark Woods of NBC, Lawrence W. Lowman of CBS, Fred Weber of Mutual, John Shepard 3rd of Yankee and Colonial networks and Willett H.

Approves Music Publishers' Petition for Trade Practice Setup—Conference is Being Arranged for October

NBC DAYTIME BILLINGS 38 PER CENT OVER 1936

NBC daytime revenue for July showed an increase of 38 per cent over the same month a year ago, while the evening shows for the month were up 3.4 per cent.

Evening total for July in gross revenue was \$1,907,327; daytime gross billing (weekdays) was \$728,880. Cumulative total for the first seven months of 1937 for the evening hours was \$15,157,518, up 7.5 per cent. Daytime total for the same period was \$6,250,862, an increase of 74.2.

Winthrop Orr Joins Stack-Goble Agency

Chicago—E. R. Goble, president of the Stack-Goble Agency, has signed Winthrop Orr as radio director, succeeding Bess Johnson, who resigned

(Continued on Page 3)

Borden Returning

Borden Farm Products (Golden Crest milk) through Erwin, Wasey & Co. will return the "Borden Special Edition" program to WEAf on Sept. 10 at 1:30-2 p.m. Contract is signed for 52 weeks.

Federal Trade Commissioner McCorkle in charge of the Fair Trade Practice Division has notified the popular music publishers that their petition for a code of trade practice has been accepted and that he is arranging for a conference of the music publishing trade and the FTC for some time in October. Commissioner March will preside at the meeting.

Fact that the FTC did not deny the complaint that unfair practices exist in the popular music industry is believed to leave the way clear

(Continued on Page 3)

NETWORKS' GROSS RISES 27% FOR SEVEN MONTHS

Combined network gross revenue for the first seven months of 1937 was \$40,534,063, an increase over 1936 period of 26.8 per cent. Networks in these figures are the NBC Blue and Red, CBS and Mutual.

Combined July total was \$4,780,223, an increase in gross billing of 24.7 per cent.

Sykes Sees FCC Bill Harmful to Personnel

By MILTON F. LUNCH
RADIO DAILY Staff Correspondent
Washington — Judge Eugene O. Sykes, acting chairman of the FCC, appeared yesterday before the Senate Committee on Federal Reorganization, which will affect the FCC and stated that he believed provisions of

(Continued on Page 3)

L. D. Play-by-Play

Pine Bluff, Ark.—When KOTN, which has been airing play-by-play descriptions of out-of-town night and Sunday games of Pine Bluff Judges baseball team, couldn't get Western Union service from Clarksdale, Miss., station had a long distance phone put in the Clarksdale grandstand and used station-to-station calls to get its info. George Curlin handles KOTN sports events.

(Continued on Page 3)



Vol. 2, No. 28 Tues., Aug. 10, 1937 Price 5 Cts.

JOHN W. ALICOATE : : : Publisher

DON CARLE GILLETTE : : : Editor
MARVIN KIRSCH : : : Business Manager

Published daily except Saturdays, Sundays and Holidays at 1501 Broadway, New York, N. Y., by Radio Daily Corp. J. W. Alicoate, President and Publisher; Donald M. Merseu, Treasurer and General Manager; Chester B. Bahn, Vice-President; Charles A. Alicoate, Secretary; M. H. Shapiro, Associate Editor. Terms (Post free) United States outside of Greater New York, one year, \$5; foreign, year, \$10. Subscriber should remit with order. Address all communications to RADIO DAILY, 1501 Broadway, New York, N. Y. Phone Wisconsin 7-6336, 7-6337, 7-6338. Cable address: Filmday, New York. Hollywood, Calif.—Ralph Wilk, 6425 Hollywood Blvd. Phone Granite 6607.

Entered as second class matter April 5, 1937, at the postoffice at New York, N. Y., under the act of March 3, 1879.

FINANCIAL

(Monday, Aug. 9)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Am. Tel. & Tel.	171 1/4	170 3/4	170 3/4	+ 3/8
CBS A	29 5/8	29 5/8	29 5/8	+ 1/2
Gen. Electric	58	57 1/8	57 1/4	- 3/8
North American	27 1/2	27	27 1/2	+ 1/2
RCA Common	11	10 3/4	11	+ 1/2
RCA First Pfd.	71 5/8	70 3/4	71 5/8	+ 5/8
Stewart Warner	18 3/4	18 1/2	18 1/2	+ 1/4
Zenith Radio	37	36 1/2	37	+ 1/2

NEW YORK CURB EXCHANGE

Hazeltine Corp.	16	16	16	+ 1/8
Nat. Union Radio	17 1/8	17 1/8	17 1/8	+ 1/8

OVER THE COUNTER

	Bid	Asked
Stromberg Carlson	12 1/2	14

Cammack's Eighth Year

St. Louis—Jerre Cammack is celebrating his eighth anniversary as staff organist at WIL. He came here in 1929 and designed and supervised the construction of the WIL studio organ. Jerre performs four times daily at present. On the side, he teaches the piano accordion and makes many personal appearances.

CBC Bars Network Liquor Ads

Quebec—Officials of Canadian Broadcasting Corp. have ruled against the acceptance of liquor advertising programs over Canadian networks. They decided, however, that the individual stations could advertise wine and beer if their local governments had no objections.

Thomas Coaching Gohring

Toledo—Russell Gohring, program director of WSPD, left Saturday for Easton, Md., where he will study voice for three weeks under John Charles Thomas, world-famous baritone, on the latter's private yacht.

NETWORK SONG FAVORITES

Following is an accurate list of performances for the week ending Aug. 7, covering songs played from 5 p.m. to 1 a.m. on CBS and two NBC networks. Only compositions played 15 times or more are included. This listing is a regular Tuesday feature in RADIO DAILY.

Selection	Publisher	Times Played
My Cabin of Dreams (Irving Berlin Inc.)		39
Where or When (Chappell & Co.)		31
I Know Now (Remick Music Corp.)		30
It Looks Like Rain (Joe Morris Music Co.)		29
Sailboat in the Moonlight (Crawford Music Corp.)		28
First Time I Saw You (Santly Bros.-Joy Inc.)		25
Stardust on the Moon (E. B. Marks Music Corp.)		23
Whispers in the Dark (Famous Music Corp.)		22
Afraid to Dream (Miller Music Inc.)		22
'Cause My Baby Says It's So (Remick Music Corp.)		22
All God's Chillun Got Rhythm (Robbins Music Corp.)		20
Caravan (Exclusive Publications)		19
Loveliness of You (Miller Music Inc.)		19
Yours and Mine (Robbins Music Corp.)		19
Miller's Daughter Marianne (Shapiro Bernstein Inc.)		19
Stop, You're Breaking My Heart (Famous Music Corp.)		18
Our Penthouse on Third Ave. (Leo Feist Inc.)		18
Merry Go 'Round Broke Down (Harms Inc.)		18
So Rare (Robbins Music Inc.)		18
Gone With the Wind (Irving Berlin Inc.)		17
Satan Takes A Holiday (Lincoln Music Co.)		17
That Old Feeling (Leo Feist Inc.)		16
Harbor Lights (Marlo Music Corp.)		15
Till the Clock Strikes Three (Shapiro, Bernstein Inc.)		15

Bob Burns' Cousin Joins KFRO

Longview, Tex.—John M. Van Horn, a Bob Burns cousin from Van Beuren, Ark., has joined KFRO as relief operator. He has been associated with KFPW, Fort Smith, Ark., and KXBY, Kansas City, and also attended the First National Television Institute at K. C.

While Chief Engineer Edward Bumpas of KFRO is attending National Guard Camp at Palacios, Tex., John McDonald will be acting c.e., assisted by Van Horn.

NBC Thesaurus Signs 10

NBC Thesaurus has signed a new account, KMBC, Kansas City, and the following nine renewals: for third year—WHBF, Rock Island, Ill.; KTAR, Phoenix; WNBK, Binghamton; for second year—WHBC, Canton; WJAC, Johnstown, Pa.; KYW, Philadelphia; KSOO, Sioux Falls, S. D.; WALR, Zanesville, O.; WDAY, Fargo, N. D.

2 for Branham in Shreveport

Shreveport, La.—Branham Co., publishers' representatives, with headquarters in New York, will assume representation of KWKH starting Sept. 1. Branham also will continue to handle KTBS, another local station which it has represented for some time.

Foster May Writing Book

Omaha—Foster May, news editor and man-on-the-street for WOW, plans to privately publish a book, "Here's Your Newscaster," this fall. Book will trace the rise of news broadcasting and relate many of May's personal experiences.

He plans an attempt to interest his local audience in buying the book. If the volume finds favor, he will offer it to eastern publishers.

KCMO Revamps Staff For Business Pickup

(Continued from Page 1)

going to KWOS some months ago, has been employed as station manager.

Lee Roberts, dramatic director, has been named program director to replace Jim Simmons, who is being transferred to KWTO-KGBX, Springfield, Mo., and Betty Horton, receptionist, has been made secretary to Sherwood. In addition, KCMO has signed for the complete NBC Thesaurus and will add more transcription library services within the next few days with the idea of discontinuing records in all programs. Additional office space has been taken adjoining the present studios for use by the continuity department.

Russ Davis Returns West

Springfield, Mo.—Russ Davis, recently with KWTO-KGBX here, returns to his old stomping grounds on the west coast this week. Russ joins his wife, Dorothy Davis, who has been vacationing in Los Angeles. Davis will complete his thirteenth year before the mike this fall. He will free-lance, and is understood to have connections lined up with several west coast shows. No announcement has yet been made as to his successor on the KWTO-KGBX announcing staff.

Himan Brown Producing Series

Him Brown, director of many successful radio programs, will produce the new Lambert Pharmacal series, "Grand Central Station", half-hour dramatic sketches starting Sept. 28 at 9:30-10 p.m. over NBC-Blue network. Players to be used in the skits include Ned Wever, Rosaline Greene, Clayton Collyer, Erik Rolf, John Brown and Charles Cantor.

COMING and GOING

ALFRED H. (DOC) MORTON, NBC manager of owned and operated stations department, left town over the week-end for a vacation.

CECIL MASTIN, manager of WNBK, Binghamton, was in town yesterday.

JOHN HOLMAN, manager of WBZ-WBZA, Boston-Springfield, was in New York yesterday to confer with NBC executives. He planned to return home last night.

ARCH MacDONALD, General Mills baseball man in Washington, is another New York visitor.

DICK TENNELLY, former radio editor of the Washington News, is stopping in New York. Next stop is China.

JOHNNY JOHNSTONE, WOR public relations counsel, returns to his corner office today after a business-pleasure vacation at Newport, R. I.

BARBARA LUDDY, star of NBC's "First Nighter" program, is stopping in town at the Hotel Warwick.

CONNIE BOSWELL arrives Sunday from Hollywood.

DANIEL C. STUDIN, vice-president of Star Radio Programs, left yesterday on a business trip throughout New England.

BILL BURTON returns today from Pittsburgh.

GILL BURNHAM, of the CRA office in New York, is back in town from a Boston and New England visit.

AARON S. BLOOM of Kasper-Gordon Inc., Boston, has returned to that city after a trip to New York, Baltimore and Washington. In New York he conferred with B. Charles-Dean of British-American regarding the release of Kasper-Gordon disks abroad.

JOE EATON, WHAS (Louisville) program director, and W. LEE COULSON, commercial manager, in New York on business.

NATE LORD, general manager of WAVE, Louisville, visiting New York.

GERTRUDE BERG is en route East from Hollywood to begin that five-year contract with Procter and Gamble. She returns west in early fall to script another picture for Bobby Breen, during which period "The Goldbergs" will originate here.

VERNA SHERRILL of WMC, Memphis, is in New York on combination vacation and look around local radio situation.

Blair Represents KFDM

Beaumont, Tex.—John Blair & Co. has been appointed national representative for KFDM, it is announced by J. M. Gilliam, president of Sabine Broadcasting Co., operators of the station.

Steady Sell-Out

Muncie, Ind.—For third consecutive month all station breaks on WLBC have been sold out solid. Sponsor is a regional bakery which has gained more than 20 per cent increase in sales for each 30-day period.

Workshop Doing "Escape"

Columbia Workshop, directed by Irving Reis, will present John Galsworthy's "Escape" as next Sunday's bill on CBS at 7-7:30 p.m.

School of RADIO TECHNIQUE



WESTERN ELECTRIC RECORDINGS

Programs recorded in our studios

Programs taken off the air

George Marshall Durante, Dir.

R.K.O. Bldg., Radio City, New York

In the heart of Radioland—Hollywood's most modern transcription studios

THE AEROGRAM CORP.

"from script to disk"

1611 Cosmo St.

Hollywood

FTC GRANTS MUSIC MEN TRADE PRACTICE CODE

(Continued from Page 1)

now for a code to be adopted soon after the October conference.

Clauses considered most important to the music and radio industry are those pertaining to payment of gratuities to radio singers and orchestra leaders for plugging songs, also various other forms of "bribery" in the way of presents and entertainment. At least one complaint has been lodged by a network official who some time ago averred that publishers were actually in a position to dictate what songs are to be played on certain programs, even though a sponsor was paying the bills for the talent as well as the time.

WFIL Fall Sales Spurt 32% Ahead of Last Year

(Continued from Page 1)

shows; 12 national spot advertisers, five of whom will use live programs, and 16 local accounts, six of whom will be using live programs.

Jack Stewart, WFIL sales manager, attributes the rise to the fact that national advertisers are paying stricter attention to their spot campaigns. Local merchants are also turning more to radio, said Stewart, with increased interest in afternoon spots for their sales messages.

Sykes Sees FCC Bill Harmful to Personnel

(Continued from Page 1)

the bill would permit "blanketing" of employees under civil service without competitive examinations. Sykes said he believed non-competitive tests would be required.

Under his interpretation and understanding of the present bill, the acting chairman stated he believed "the commission would not have the right to employ or discharge any of its personnel."

"If the power to employ and discharge is taken away, I fear much for the efficient operation of the commission," Sykes added.

Fred Allen Resuming Nov. 17 in New York

(Continued from Page 1)

about Nov. 1, and start work on first program. Program will be same general plan, subject to any special ideas Allen wishes to introduce. According to present indications, "Hour of Smiles" will not emanate from Hollywood, at least not while Allen is working on a pix and has to double.



MORE
for your
RADIO DOLLAR
INTERSTATE BROADCASTING CO
730 Fifth Ave., New York

NEW PROGRAMS—IDEAS

One-Hour Request Show

WMBH, Joplin, Mo., recently inaugurated an all-request show for a full hour Saturday afternoons, filling requests by means of transcriptions or recordings. The hour proved so popular that it was expanded into an overflow all-request show on Wednesday afternoon, for another full hour.

Announcer Bruce Quisenberry offered a dollar for the farthest distant request; immediately had "bona fide" requests from California and points west; was constrained to put up a dollar for distance—and for the station's practical distance too. However, the show has been enriched therefrom—taking the hint from those too-far distant requests, the show now has a department of "Where Are They?" The idea is to give news of the former residents of the city—especially those who wrote requests for the all-request show from absurd distances.

WBAL Expands Market Reports

WBAL, Baltimore, has arranged with the Federal-State Market News Service and the Union Stock Yards Co. to bring listeners live stock and produce market reports Mondays through Fridays at 1:45 p.m. For a number of years WBAL has brought this information to its audience once

weekly. Because of the extremely widespread interest in these reports, however, and the fluctuating market in which they deal, it was felt that a better service could be rendered the public by broadcasting them five times a week.

"Magic Chef"

A novel Woman's program entitled "The Magic Chef" inaugurates a new series of transcribed broadcasts over WDNC in Durham this week. The programs will offer recipes and other information pertinent to the housekeeper's kitchen realm. The schedule runs Mondays, Wednesdays and Fridays at 11-11:15 a.m. Cook books will be presented gratis to interested housewives who write in to the program. The series is sponsored by the Durham Gas Co.

"Shall I Go to College?"

Chicago colleges and universities in co-operation with the Adult Education Council are sponsoring series over WJJD under title "Shall I Go to College?", to run until Oct. 1. Deals with problems of choosing a college, costs, a brief description of various schools hereabouts. On each program Ralph McAllister, director of the council, interviews a representative of some local college.

Delirious Dance Party Staged In WBT Studios

Charlotte, N. C. — Hundreds of people jammed the WBT studios reception room and halls Saturday night when the original Big Apple Orchestra composed entirely of negroes from the Big Apple Night Club in Columbia, S. C., played a quarter hour of the hottest music ever heard on the Charlotte station. With the numbers being called by Fat Sam Boyd, who figured out the routine of the fascinating dance, a negro boy and negro girl from the Big Apple Club showed the cheering spectators every twist and turn that distinguishes the newest dance craze sweeping the South.

After the first number, Fat Sam called the figures and four couples chosen at random from the audience formed a circle and trucked, shagged and susie-que to the savage rhythm and tomtom beat of the negro band. Fat Sam later explained to the listeners that "The Big Apple" originated in his night club which formerly was a Jewish Synagogue on Gate St., which he said was the "In and out street because it goes in dis way and out dat, yeah man."

WBT listeners by the hundreds called in for passes to the big show after it was announced, but were told that first come first served, and everybody came and left agreeing it was the biggest party ever staged by a Charlotte radio station. When the show was over the Negro band

NAB CHARGES UNFAIRNESS IN TACTICS USED BY AFM

(Continued from Page 1)

locally and on its own merits, but, rather, to put pressure on broadcasting stations by attempting simultaneously and by national action to deprive them of the services of union musicians, not only at the stations and by remote control, but also through the medium of electrical transcriptions, network programs and phonograph records. We have urged that this approach is not a fair one.

"The International Executive Board of AFM, rather than the local unions, has assumed exclusive jurisdiction to determine whether the number of musicians employed by any particular station is 'satisfactory,' although rates and, presumably, hours will be determined by local regulation. What number will be satisfactory to the Board it declines to say and we have no means of knowing.

"It is clear that every broadcasting station must solve this problem for itself, bearing in mind, however, that the problem must be solved for the industry as a whole, and that the solution by each broadcasting station of the problem as it relates to that station will contribute to a solution of the entire problem for our industry."

gathered in a studio to hear a recording of its efforts. WBT General Manager William A. Schudt, Jr. entertained a party of friends with "The Big Apple" broadcast.



**Leads in
PROGRAM
PLANNING**



**Twirling
DETECTIVE
DRAMAS**

9-9:30 PM • MON • WED • FRI

NEW BUSINESS

Signed by Stations

WDNC, Durham, N. C.

Sears-Roebuck, five-minute daily program; Schlitz Breweries, spots; Chevrolet, returning via CBS with half-hour program; Ford, "Universal Rhythm," renewed; Liggett & Myers (Chesterfields), Eddie Dooley football talks.

WFIL, Philadelphia

Lever Bros. (Spry), renewal, through Ruthrauff & Ryan; Ironized Yeast, renewal, through R. & R.; Anderson Co. (Sleetmaster), through Schwab & Beatty; Brown & Williamson Tobacco, renewal, through BBDO.

KSFO, San Francisco

Laborite (all purpose soap), through Allied Agency, S. F.; Rulo Corp. (automotive), through C. Ellsworth Wylie, L. A.

WHO, Des Moines

Purina Mills (farm feed), thrice weekly 6:45 a.m. program starting Aug. 30, through Gardner Adv'g Agency, St. Louis.

KCKN, Kansas City, Kas.

Healey Motors (Ford dealers), one or more daily broadcasts, 52 weeks.

KOTN, Pine Bluff, Ark.

Coca Cola, "Singin' Sam", five 15-min. programs weekly, 25 weeks.

Sponsor KLZ Amateur Hour

Denver—"The Children's Hour" will be sponsored for a year starting Sept. 5 on KLZ by Olinger mortuary, with youngsters under 18 competing for scholarships valued at \$2,380. John C. Kendel, director of music in Denver Public Schools, will produce and emcee the programs. Various local music schools are furnishing the scholarships.

"Going to Town" Talent

"Going to Town," new variety show with Harry Rose as emcee, Bill Wirges' Orchestra, Norsemen Quartet, and Bakers Trio, instrumentalists, starting Wednesday at 8:30-9 p.m. on NBC-Blue network, will have as its first guest star Lady Sen May, Chinese monologist. She will sing a French song and do several dialect sketches.

1	9	3	7
SUN	MON	TUE	WED
4	5	6	7
10	11	12	13
17	18	19	20
24	25	26	27
31	28	29	30

Greetings from Radio Daily

August 10

Robert Feldman Louise Massey
Jane Pickens Harry Richman
Jack Haley Joe Keely



● ● ● Charlie "Mousie" Warren, professional manager for Remick, has been the secret groom of Marty Chloe Dillard of Alabama for over a week. They were married in Armonk!... Eddy Duchin will rest for a while before resuming piano-pounding... Barry Wood, the crooner, yanked a woman from the water at the Lido on Sunday... Charles E. Green, prexy of CRA, with Frank Duburd and Paul Deuniker wrote "Road to Reo," which is being used as a theme song for the Dallas Expo, and Joe Davis will publish... Irene Beasley will go into the Versailles... Eddie Garr is being talked for a commercial via Ruthrauff and Ryan... Bert "Count Micha Moody" Gordon is being dickered for by the Joe Penner people... Clarence Muse was screen-tested by Warners yesterday for a part in "Hollywood Hotel"... Russ Morgan will get the News "Harvest Moon Ball" job on the 25th... With all the "great" writers on the coast, Keith Fowler was called in by J. Walter Thompson here to write W. C. Fields' material... Irving Reis will go abroad to produce shows in London, Dublin and Holland and will short-wave them across the Big Pond... Lester Santly of Santly Bros-Joy Music, after "truckin'" to "Brother Rat" written by us with Lester Lee, purchased the tune as a follow-up to his "Love Bug"... What afternoon daily columnist (not radio) is on his way out?

● ● ● WJZ, New York and WBAL, Baltimore, got some swell publicity in Satevepost on account of these stations serving as beacons for the Bermuda transport planes... Post ran double spread of pictures in color, with info copy in center of layout... As in the case of Benny-Allen and Winchell-Bernie, the "feud" between Bide Dudley and Col. Jack Major has degenerated into a beautiful friendship... They did a real palsy broadcast, together with Julie Shields, on Bide's MBS Theater Club last Saturday... Foster May, news editor and man-on-the-street for WOW, Omaha, proved the drawing power of his daily sponsored show by using one period to solicit subs for the station's fan and commercial monthly. After the first airing, 1,500 subs were addressed to May with checks for \$2 and \$3 though the yearly price is 50 cents. Seems they sent in the names of friends or else asked for a two-year sub.

● ● ● Lucille and Lanny are on "Town Hall" tomorrow... Griffin All-Wite becomes Black-and-Tan within two weeks... WOR has Tom Coats, wordslinger from the Windy City... Johnny Wiggins is directing "Pepper Young's Family" during Ed Wolf's vacash. Wolf's "Hilltop House" will be another Big Time show on the nets, running simultaneously with his "O'Neills"... Ray Block gets a Wednesday CBS evening spot to replace the Noxzema show... Henry Katzman goes over to a Warner firm next week... They said Mickey Alpert wouldn't last four weeks at the Riviera but he's been there ten and will remain until Oct.—when the place closes... Cornelius Codalbon, who opens at the Rainbow Grill tomorrow—owns a restaurant on West 56th St... Benny Katz of Hiram Walker liquor is now contacting air people for sales besides the niteries... Zeke Manners is wearing woolen stockings—in this heat!

● ● ● WBT, Charlotte, N. C., went recent singing mice concerts one better when it pitted two musical rodents against a canary in a 15 minute evening show. It was Charles Crutchfield, program director, who saved the concert from being an operatic flop and turned it into a comedy hit... Nearly everyone has wanted to stand behind the controls of a giant locomotive and regulate its roaring trip along the rails... Well, Carl Mark, announcer at WJAY, Cleveland, is going to take a ride in one—and describe his reactions to the listening public next Thursday.

ORCHESTRAS MUSIC

FRED WARING, now on the coast, pulls stakes for Chicago soon, to open Aug. 27 at the Drake Hotel, with Mutual having an exclusive wire.

Johnny Hauser, former Paul Whiteman "scat singer," now heard with his own orchestra six times weekly over the WOR-Mutual network, isn't content with handling the vocal solos on his programs. He's also joined voice with his new quartet, "The Sing-Songsters," and the boys are warbling as a quintet.

Lee Grant's orchestra, heard daily on the three-hour musical and sports marathon over WMCA, have had their contracts extended for an additional 13-week period. The initial 13-week stanza saw Grant set something of a high for the number of tunes played on any radio show of this duration of time. In all, more than 2,275 tunes were aired, of which number 1,250 were requests from radio listeners.

A group of Roy Cambell's vocalists is practically set for a new commercial to be sponsored by the State of Pennsylvania.

Lou Breese and his orchestra, fresh off the Chicago air-lanes, open at the French Casino in New York on Aug. 20 with a twice-weekly NBC wire.

Ray McNamara, well known night club pianist and former showman theater organist, has been appointed staff pianist and organist for WWL, New Orleans.

Jay Whidden and his orchestra, in Denver at the Lakeside Amusement park for two weeks, is airing over KLZ.

Freddy Martin is on a ten-day tour of first nighters in Iowa and the mid-west. After that he takes two weeks' vacation before returning Sept. 3 to the Aragon for the fall season.

Dick Barrie and his orchestra, with Anita Boyer, Three Sheiks and the Barrie Glee Club, opened at Iroquois Gardens, Louisville, on Aug. 6.

Cab Calloway shows at the Waltz Dream Ballroom, Atlantic City, on August 19. Irv Braslow, formerly trumpeting with Frankie Warren's ork, heard via WIP, opens with his own combo at Stamp's Cafe, Philadelphia.

Stephan Swedish's ork, long off the air, has returned to WTMJ, Milwaukee, with broadcasts on Monday and Tuesday nights from the Eagles ballroom.

Glen Miller closes at the Roosevelt on Aug. 25 in New Orleans and opens at the Adolphus in Dallas on Aug. 27. Set by Rockwell-O'Keefe.



★ F. C. C. ★ ACTIVITIES

APPLICATIONS RECEIVED

Auburn Publishing Co., Auburn, N. Y. CP for station, 1310 kc., 100 watts night, 250 day, unlimited; requests facilities of WMBO.

NBC, New York. CP and license for experimental station on 83,500 kc., 1 kw.

NBC, New York. CP and license for experimental station on 150,000 kc., 500 watts.

KLZ Broadcasting Co., Denver. CP for high frequency station on 31,600, 35,600, 38,600 and 41,000 kc., 100 watts; also CP for relay station on 31,100, 34,600, 37,600 and 40,600 kc., 1 watt.

Tri-State Broadcasting Co. Inc., El Paso. CP for relay station on 31,100, 34,600, 37,600 and 40,600 kc., 3 watts.

Santos Sottile, Charleston, S. C. CP for new station on 1200 kc., 100 watts night, 250 watts day, unlimited.

J. T. Griffin, Fort Smith, Ark. CP for station on 880 kc., 1 kw., daytime.

KSTP, St. Paul. Special experimental authorization to operate a facsimile station, 1-6 a.m., 10 kw.

AGENCIES

GEORGE BIJUR, at one time associated with Erwin, Wasey & Co., Fletcher & Ellis, the CBS promotion department, L. Bamberger & Co. and other firms in the past 15 years, has formed his own advertising and sales promotion agency under the name of George Bijur Inc., with headquarters at 9 Rockefeller Plaza. He will begin operations about Aug. 20 at that address.

ARTHUR W. (TINY) STOWE has resigned as radio director at Hays MacFarland agency in Chicago and is reorganizing his Stowe-A-Gram Productions Inc., specializing in transcriptions for spot advertisers. Evelyn Stark takes over for him at Hays MacFarland.

WILLARD P. TOMLINSON, advertising executive, joins the faculty of the Mulvey Institute of Advertising, Philadelphia. He will conduct classes this fall in marketing and merchandising.

visiting parents the Southern California sights while on his vacation. Other KNX vacationers are Verne Tashner, technician, and Kay Newirth, secretary to Les Bowman.

KFI newscaster Pat Bishop is taking two weeks off from the grind, with John Canady pinch-hitting.

Don Hastings, KGC, Don Lee outlet at Santa Barbara, in town for a few days.

George McCaughna has been made assistant to Alan Cormack, CBS Pacific Coast traffic chief, with duties largely confined to CBS theaters.

Lynne Overman will emcee premiere of Paramount's "High, Wide and Handsome" at the Carthay Circle, Aug. 12, with the doings heard over Don Lee-Mutual.

Roy Grande, CBS continuities, received a nicely engraved invitation to his own wedding. Due to combine vacation and honeymoon with Miss Dorothy Lois Bowman, also a writer at KOL, Seattle, Roy somehow got on the invitation list of the Bowman Seniors and was recipient of the card permitting him to attend.

HELEN GAHAGAN, signed for a five-times-weekly 15-minute dramatic program for General Mills over CBS starting in October, will have supporting casts recruited from screen and radio names. Dolan & Doane handled through Blackett-Sample-Hummert.

Walter Abel takes spot originally assigned Chester Morris in RKO's "Flight from Glory" excerpt on "Magic Key of RCA" over NBC-Blue, Aug. 15.

Myron Kirk of Ruthrauff & Ryan is in town to confer with Tiny Ruffner on agency's fall schedule. New show to be set, in addition to mulling ideas for Al Jolson and Joe Penner revivals.

KMPC has an interest-holding theme in "Guardians of the Law", expose of rackets written by Catherine Carr from material supplied by Lieut. Mike Gory, Los Angeles police, and produced by Rex Thorp. Present cast includes: Ed Van Riper, Malvin Johnson, Olga Anderson, George Gibson, Neil George and Eleanor Argot. "One Man's Family" moves from the old NBC homestead in San Francisco to Hollywood for at least two months.

Gail Patrick has been added to the cast of "As You Like It" on CBS, Aug. 23.

Margot Yoder, concert pianist and in private life Mrs. George Fischer is off to Chicago for a month's stay.

KHJ-Don Lee net has two added starters in September. "Who Killed Cock Robin", for Philco Radio & Television, placed by Stuart Klingel-Smith & Co., beginning Sept. 9, and "Monticello Party Line", transcribed rural comedy-drama, starting Sept. 27 on a five-times-weekly schedule for Dr. W. B. Caldwell Inc., handled by Kramer-Casselt.

"Hollywood Showcase", new CBS transcontinental sustainer, will present Ben Klaussens and Lillian Lawrence on Aug. 14, and Madge Morley, Ken Osborne and Lurene Tuttle the following week.

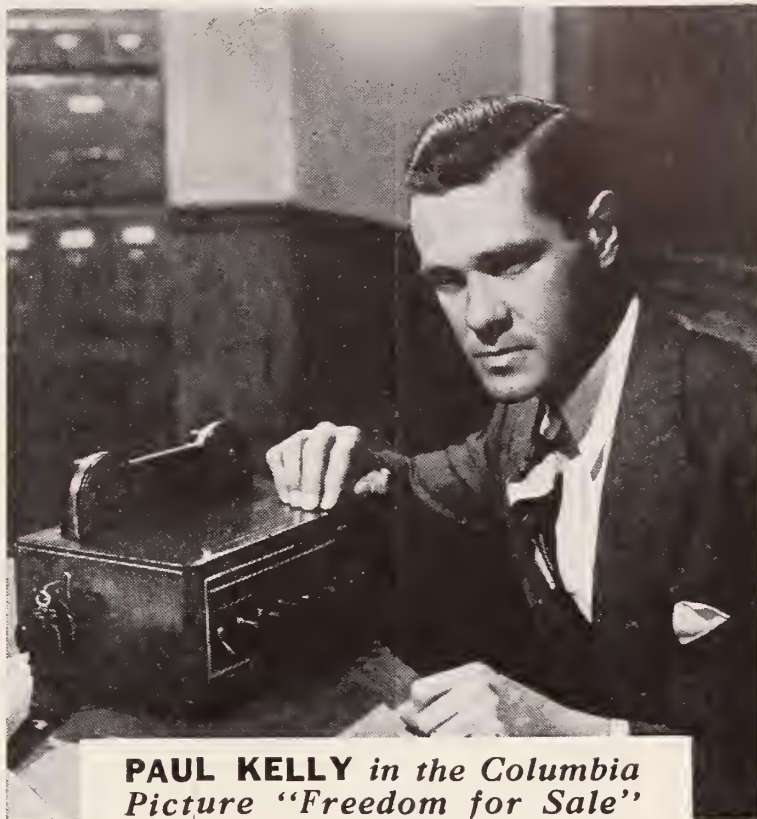
KMTR has a new Sunday feature at 1:30, in "Miniature Playhouse", written and produced by Jane Aiken. Jimmy Tolsen was a guest on the inaugural presentation, Aug. 8.

Jess Oppenheimer and Austin Peterson signed by Young & Rubicam for scripting job on the new Packard series. Pat Weaver and Tom Harrington negotiated for Y. & R.

"Eddie Albright's Family", heard on KNX daily except Sunday at 8:15-8:30 a.m., off the air for two weeks effective Aug. 9, resuming former schedule on Aug. 23.

Lewis Allen Weiss, Don Lee g.m., due to talk to Santa Ana Lions' Club on "Friendliness of Radio" tomorrow. Will take along some KHJ talent, Andy and Virginia, and Zeke Clemens, Dixie yodeler.

Ben Paley, CBS assistant program director, is dutifully showing his



PAUL KELLY in the Columbia Picture "Freedom for Sale"

Dictograph INTERCOMMUNICATING SYSTEMS

MODERN business executives demand immediate access to information—independent of the telephone switchboard, without looking up directions, without turning dials. A Dictograph System can put all departments in instant contact with one another—put the whole organization on every executive's desk inside a "magic box." It will save time and steps—reduce "office visiting"—accelerate your business day whether your company is large or small. (By the way, Dictograph created the first loudspeaker, years before the radio was perfected.)

• **DICTOGRAPH** •

DICTOGRAPH PRODUCTS CO., INC.

580 Fifth Ave., N. Y. C.

☆ Program Reviews and Comments ☆

Chase & Sanborn Hour

Already a first-class program, the Chase & Sanborn Hour on the NBC-Red network was given a big upward tilt last Sunday night with the entrance of Nelson Eddy as head of the lineup of stars. Nelson gave the show a stirring and appropriate send-off with a rousing rendition of "It's Gonna Be a Great Day," followed immediately by "The Hills of Home," and more later in the show.

One of the remarkable things about Eddy's vocal work, and perhaps one of the reasons for his popularity, is the great ease with which he sings. He projects his melodious volume with apparently no effort. Clearness of both tone and diction also make listening to him a decided pleasure.

The regular talent lineup, W. C. Fields, Edgar Bergen, "Charlie McCarthy," Dorothy Lamour, Don Ameche and Robert Armbruster's orchestra all stepped up in keeping with the new pace set by Eddy, thus making this the best show to date in a series that has been notable for entertainment qualities.

Bergen and "Charlie" were a particular scream and there was an amusing set-to between Eddy and "Charlie." It is truly amazing the way Bergen has not only maintained the pace he set months ago, but actually has kept bettering it.

As guest film star, Wendy Barrie appeared in a comedy playlet with Ameche and others. Miss Barrie was tops in the skit and also did herself credit later in some banter with Fields, "Charlie," et al.

"Stardust Revue"

Benny Davis' new "Stardust Revue," launched a couple of weeks ago in a 10:30-11 p.m. Sunday spot over WOR-Mutual, moved into the 6-6:30 p.m. stretch last Sunday, shunting the Elinor Sherry-Walter Ahrens revue into the 7:30-8 p.m. period.

Nothing particularly startling about the Davis half-hour, which is devoted chiefly to giving a hearing to tyros who exhibit ability. The same routine has been done almost to death on all the networks, and it was done very much better even in this same WOR spot by Ray Perkins some time ago, although that was a sponsored program with prizes for winners.

As a special guest, professional, Davis had Cab Calloway, who did an entertaining bit. Other talent included the three Drew Brothers, Californians, who knocked out a couple of musical numbers; a rather talented harmonica player; a girl and several boys in a rhythm combination that offered "Basin Street Blues" and "Sailboat in the Moonlight," both very pleasingly done; a young male vocalist who sang "It Looks Like Rain In Cherry Blossom Lane" in a fairly good voice; Miss Jerry Kruger, warbling "You Can't Take That Away from Me" in acceptable style, and Davis himself in his latest song

number, "Another Perfect Night Is Ending."

There is always the possibility that programs of this kind will uncover some sensational newcomer, and listener interest usually is fairly patient in the hope of such an eventuality.

Columbia Workshop

Crowding two playlets into its half-hour period at 7-7:30 Sunday night over CBS, the Columbia Workshop just about broke even. That is to say, one of the skits was quite excellent, while the other was largely amiss.

The opening fantasy, "An Incident of the Cosmos," dramatized by Irving Proser from a philosophic story by Paul Y. Anderson, was a much better idea on paper for reading purposes than in dramatized form despite its opportunities for sound effects and such. It was a sort of scientific bit wherein the earth is compared to other planets, all of whom presumably have life on them, and thereby is made to seem a relatively insignificant atom in the universe. The dialogue material, like H. G. Wells' explorations in the future, sounds like interesting book stuff, since readers have time to pause and ponder, but as enacted drama it lacks the down to earth essentials of good entertainment. Chalk it off to experimentation or class catering.

Second skit, "The Last Citation," directed by Irving Reis, the Workshop maestro, told the story of a famous general who died in bed and in due course found himself knocking at the upper gates. Instead of getting a royal welcome and the attentions befitting a war lord, however, he is courtmartialed for his killings on earth. His pleas about having done it in the interests of mankind in general only bring the scoffings of the higher court, which convicts him forthwith. This playlet was robustly acted, with William Pringle giving a strong performance in the role of the general.

"Ecstasy"

This program, originating in the studios of the Don Lee network's KHJ, Los Angeles, and fed to Mutual, does the remarkable thing of living

up to its pinnacled title. At least, it certainly did last Saturday night, when Frederick Stark's orchestra and a group of vocalists and actors put on a half-hour of entertainment that was a sheer delight from start to finish.

It was as nifty an example of genuine ear entertainment as this listener has ever heard. The vocal numbers were prefaced with fascinatingly written and equally well delivered descriptive recitations; then a graceful swing into the singing part, which was an alluring blend of voice, orchestra and appropriately created atmosphere.

Also in the program was a short play, "Needle in a Haystack," which was ideal radio fare in writing, acting and general presentation.

George Fischer

Though he has to buck up against some high-powered competition in his line, George Fischer is forging steadily ahead as the "Hollywood Whispers" commentator over KHJ and the Mutual network on Saturday nights. Fischer hands out a generous amount of interesting news-gossip, his film reviews are outspoken and he does very nicely in the way of guest stars. Last Saturday night he presented Douglass Montgomery, who did some very entertaining and intelligent discoursing. It was a treat.

"Home Towners"

Quite a bit of good summer entertainment is packed into the "Home Towners" quarter-hour on Saturdays at 8-8:15 p.m. over WJZ and the NBC-Blue network. The William Wirges orchestra does a swell job in the musical end, while the Charioteers Quartet vocalizes in its well-known pleasing style, and those blackface comics, Bert Swor and Lou Lubin, kick up the laughs. Program may be just a filler, but it's very okay.

"Saturday Night Swing Club"

Cab Calloway and a small aggregation of his picked men gave a flip to the CBS "Swing Club" last Saturday night. Even before the word swing came into use, Calloway had

won fame in dispensing this type of hot rhythm, and he's still going strong.

The Leith Stevens band also did its usual snappy duty, while Casper Reardon offered a farewell bit on the harp before departing for Hollywood and films. Paul Douglas emceed the lively program.

"Melodies of Yesterday"

Smooth, restful and conducive to relaxation is this musical program sent over the CBS network on Saturdays at 6:45-7 p.m. The numbers played, in gracefully subdued fashion, are from the popular files of a few or more years back, giving reminiscence a pleasant workout.

Briefly

Sandra Baker, vocal newcomer introduced over the WABC airwaves on the Major Bowes Family broadcast last Sunday, sounded like very promising material. She did very nicely with "Strangers in the Dark" and "Cuban Pete." Incidentally, Bob Reud is emceeing this CBS program very efficiently while the Major vacations.

"Hi, There, Audience!" the Ray Perkins WOR-Mutual variety show, gave its best performance to date last Sunday night. Perkins and his boys and girls deserve credit for not being discouraged by a couple of bad starts. Helene Daniels, Sid Gary, Embassy Trio, Key Men, Kenneth Delmar, Bob Stanley's orchestra and Howard Doyle, announcer, constitute the lineup. As the "Candid Camera" portion of the program, Perkins did a timely takeoff on the Yacht Cup races. It was a well-conceived piece of comedy and proved quite amusing.

Shift of the CBS "Hammerstein Music Hall" to a Friday night 8-8:30 spot last week brought no discernible change in the nature of the show. Its introductory buildups given the guest stars are still, for the most part, too much for the artists to live up to in the brief time allotted them.

Gladys Swarthout rated a good round applause for her beautiful singing of two numbers on last Sunday's "Magic Key of RCA" over the NBC-Blue network. Also some good vocalizing by Tony Russell, and piano work by Jesus Maria Sanroma, plus the regular crew including Jean Sablon, humorist Tex O'Rourke, and the symphony orchestra under Dr. Frank Black.

Beatrice Kay, comedienne with unusual gift in the line of mimicry, scored the outstanding hit on the Gulf Oil Harry von Zell "Summer Stars" program Sunday night over CBS at 7. Miss Kay is a star radio bet. Jay C. Flippen helped out in the comedy end, Rafael tickled the concertina, while Ed Smalle's Seven-G's and the Oscar Bradley did their usual good yeoman duty.

Vox-Popper Syndicates Question List

Springfield, Mo.—Nearly every station has its "Man on the Street," or its equivalent, but Karl Zomar of KWTO-KGBX is one announcer who has made "Man-in-the-Streeting" a real occupation. Zomar, after being bothered daily with a search for questions to ask in interviews, finally decided there must be other station "vox-poppers" who were in the same boat. Result—Zomar now has a syndicated question list (Radio Events) that was bought by 45 stations in the first three weeks offered.

Zomar is no newcomer to the radio syndicate writers. For more than two years he has authored the "Old Family Almanac," now being run on more than two-score stations. Starting in vaudeville, Zomar switched to radio some five years ago, and has since been with radio stations KWTO-KGBX exclusively, with the exception of a short stay with KOIL-KFAB in Lincoln, Nebraska. He is married, has one son, a doctor of philosophy degree, and a bag of magician's tricks left over from his vaudeville days.



WIND is shortly adding a new feature to its popular midnight-to-4 a.m. "Night Watch" program in the form of interviews with prominent night club entertainers. The present plan is to wax the interviews during the day for presentation on the early morning broadcast. Joe Sanders, the Blackhawk restaurant maestro, is slated for the first. Jerry White, the Night Watchman, will conduct the interviews.

Virginia (Ma Perkins) Payne on a two weeks' trip to New York, Montreal, and Quebec.

Rita Shirley, who plays Yvonne in "Uncle Ezra," out of show for summer while she vacations at Nantucket Beach.

Red Ingle, Ted Weems' sax and fiddle man, has displayed such an aptitude for ether dramatics that Don Quinn, who authors the Fibber McGee and Molly scripts, is writing a series of special parts for Red to do on the McGee show.

Chicago's radio boatmen and their boats dot the lake front from the loop to the northern suburbs. Largest of the fleet is the Revenge, owned jointly by Actor Ken Griffin and Producer Blair Walliser of "Backstage Wife." Fayette Krum, "Girl Alone" author, owns a 16-foot knockabout sloop. Producer Bob Wamboldt of "Vic and Sade," sports a 25-foot auxiliary power sloop. NBC Announcers Norman Barry and Fort Pearson have motor launches. Bucky Harris, production director of the National Farm and Home Hour, is content with a 4.2 horsepower outboard motor given him by Irna Phillips, author of "Today's Children," on the fifth anniversary of the program. When Bucky wants to go boat-riding he hires a rowboat and attaches his motor.

ST. LOUIS

Martha Cushman, Hotel De Soto songstress, has been signed by KMOX. Her team-mate, Molly Papile, off to N. Y. on vacation.

Don Phillips, KMOX announcer and sound man, vacationing in Denver.

Tom Dailey, back from Florida and Alabama, has resumed his "Kiddie Klub" on KWK. Martin Bowin filled in while Tom was away.

Benny Feld, KMOX maestro, has a new car.

Slack Minstrels Show of KWK is off the air until fall. Benny Ford has gone to California, and Billy Doss to Tennessee.

Verna Burke, formerly NBC singing star, replaced Irene Stone in "Velvet Varieties" on KMOX. Gene Cobb is subbing for Judd Norman, emcee, on vacation. Shumate Brothers, quartet, have replaced The Velvetears. Christine Randall, Negro torch singer, and Maria Lane, monologist, also are now in the cast.

Traveling Broadcast

Marking the fourth anniversary of the "Pan-American Program," sponsored by L. N. R. R., a novel broadcast will be aired by WCKY from a special studio in the Pan-American crack train at 10 a.m. Saturday before it leaves here. When train nears Louisville, WHAS talent will present a similar program. Same will be followed at WSM, Nashville; WSGN, Birmingham; WSFA, Montgomery, and WWL, New Orleans.

SAN FRANCISCO

Bill Andrews, who announces "One Man's Family," was replaced by Ken Carpenter yesterday. Bill's duties as supervisor of mikemen here won't permit his sojourning in H'wood with the cast.

"Duke" Chamberlin, KROW assistant production mgr., vacationing near the home fires in Oakland; Gordon "Night Owl" Brown, KJBS announcer, on the high seas serving as wireless operator on a Naval Reserve Cruise.

Jack Murphy, KFRC, conducting the "Don't You Believe It" show in the absence of Chief Ann'r Bob Bence, vacationing.

KJBS Jottings: Capt. Dobbsie's "To the Ladies" variety program, formerly heard at 3:30 five days a week, changed to an 11 a.m. spot.... M. C. Bertsch, formerly KFBK, Sacramento, joins the announcing staff.

Natalie Park, NBC actress, busy sewing as wardrobe mistress of "The Wayfarers," little theater group here. She has 48 costumes to get ready by fall when a Shakespearean cycle will begin.

Bob Goerner, subbing for Dudley Manlove on KROW, takes over Manlove's berth permanently.

B. F. Goodrich Rubber Co. is co-sponsoring the Pacific League baseball game broadcasts via KROW along with General Mills (Wheaties).

Sponsor Airings from Food Expo

Cincinnati—Interviews with housewives from the cooking school at the Greater Cincinnati Pure Food & Health Exposition will be sponsored over WCKY by Cincinnati Cake & Specialty Co. There will be nine broadcasts during the show, Aug. 24-Sept. 6, direct from the exposition at the Cincinnati Zoo. They will be conducted by Mary Jane, WCKY's girl commentator, and Announcer Frank Zwiygart.

WCKY has exclusive broadcast rights at the show which is sponsored by the Cincinnati Retail Grocers & Meat Dealers Asso.

WSAL Incorporates

Baltimore—WSAL, Inc., Salisbury, Md., has filed incorporation papers with the Maryland State Tax Commission, Baltimore, to operate radio stations. Incorporators are Frank M. Stearns, Salisbury; William E. Plummer, Baltimore, and James W. Gunn, Washington.

... Radio's own daily newspaper modestly presents a series of 100 unsolicited testimonials as to what Radioland thinks of RADIO DAILY.

GROVES-KEEN, INC.

Atlanta, Georgia

"... We find RADIO DAILY to be very newsy and informative and enjoy reading it very much. You have our best wishes for your success."

W. R. Christian

Director of Radio

HANFF-METZGER, INC.

Chicago, Illinois

"... We are very much impressed with RADIO DAILY."

Carol Ludington

W S M K

Dayton, Ohio

"... We enjoy reading RADIO DAILY and think it has a definite place in the radio broadcasting world."

S. M. Krohn, Sr.

... RADIO DAILY is six months old. It is growing fast. It already has the confidence of a great progressive industry. Watch RADIO DAILY.

PROMOTION

"KMBC Tested Programs"

In the latest promotion piece titled "KMBC Tested Programs" put out by KMBC, Kansas City, Publicity and Promotion Director M. F. Allison has made a very successful effort to conform to the wishes of radio buyers who like to get promotion data provided it is in handy, concise and yet complete form.

The form is convenient—a file folder. The information is timely—all of it is pertinent and vital to the man who may be interested in selling by radio in the KMBC market. It gives a fresh approach to the business of selling by radio—Formula Radio Selling, they call it. The formula: A KMBC Tested Program plus Precision Coverage of the KMBC Market.

Because mail is so often culled before it reaches the account executive or time buyer's desk, KMBC preceded the mailing of this promotion piece with a letter, enclosing a card and asking that the card is given to a secretary with instructions to bring the envelope bearing the KMBC Tested Program emblem to the addressee's desk immediately.

WMT Helps Promote Derby

The largest crowd ever to attend a Cedar Rapids event turned out to see the running of the Jalopy Derby promoted to raise funds for a new municipal swimming pool. Bill Querton, commercial manager for WMT; Art Shepherd, John Palmer, and other members of the WMT staff are credited with starting the campaign which was soon taken up by the Junior Chamber of Commerce. Publicity for the event was donated free by the station and a complete description was carried on the air without cost. Dempsey Jones did the spiling, playing up the humorous angle.

WMT's entry was a Packard of the 1923 vintage, driven by Gene Hula, guitar player in the Cedar Valley Hillbillies. The Jalopy Derby was pronounced the best bit of promotion ever instigated by the local station, paper and civic organizations.

Hatfield for Stage

Lansing Hatfield, radio baritone, has been signed to appear in the new musical show which opens at the Center Theater on Aug. 31.

ONE MINUTE INTERVIEW

TIM RYAN

"The public still wants to laugh when it turns the dial. However the low comic—the guy who wants to hog all the laughs will find no sympathy in the studios. To be popular and funny over the air this season you must be the easy-going comic with the suave line. The stooge grabs the laugh line nine times out of ten."



Coast-to-Coast



WILLIAM JORY, assistant manager of WMBC, Detroit, is sailing up the lakes to Duluth with the missus during his two-week vacation. Don Morris of the same station's announcing staff is back from three weeks of driving to the west and south.

KFRO, the James R. Curtis station at Longview, Tex., will award a radio receiver to the school having the best spelling team, in a "bee" now being held Friday afternoons.

KOL, Seattle: Grace Larsen, traffic manager, vacationing at Lake Wilderness . . . Wilson Edwards seeing Yellowstone Park and Salt Lake . . . Program Director Frank Anderson fishing at Lake Sutherland . . . James Marlow, considered a lyric tenor "find," arousing much listener interest . . . Recent station visitors: William Forbes, KNX; Wallace Brazael, KFPY; Evelyn Sparlin, KHQ; Don Prindle, KNX.

Tony Cabooch, the rhyming and philosophizing dialectician at WHO, Des Moines, has changed to an 8 a.m. spot Tuesdays, Thursdays and Saturdays. He also does the American Families Inc. program at 9:15 p.m. Sundays, featuring his daughter, Donna.

WFBM, Indianapolis: Gilbert Forbes, newscaster who came here recently from Dubuque, Ia., has moved his wife and kiddies to Indianapolis . . . Auditor Wally Robertson is back from New Orleans . . . Chief Engineer M. R. Williams started his vacation by getting married—but kept it a secret until after he had gone . . . Marthabelle Giesler heads for north Indiana lake country on vacash.

John Iraci's shortwaved talk from Rome last week was the first of a series of transatlantic broadcasts to be given by the president of International Broadcasting Corp. and gen-

eral manager of WOV, WBIL, WRAX and WPEN. Iraci spoke from L2RO, Rome.

Mrs. Lee Authier, secretary to Wayne Henry Latham, program director, WSPR, Springfield, Mass., has resigned as of Sept. 1. They expect a blessed event about Christmas.

Joe Louis, heavyweight champion, will be interviewed by Clem McCarthy in an NBC-Blue Network broadcast on Thursday at 5:15-5:30 p.m., when the NBC sports commentator visits the champion's training camp at Pompton Lakes, New Jersey.

Edgard A. Thompson, radio editor of The Milwaukee Journal, is on his vacation.

WPTF, Raleigh, N. C.: Carl Goerch is vacationing, with J. B. Clark handling his "Man on the Street" airings . . . WPTF will donate its facilities to NBC on Aug. 18 when President Roosevelt speaks at the 350th anniversary of the birth of Virginia Dare, first white child to be born in America, at Roanoke Island, N. C. WPTF is the only station with island facilities.

WELI, New Haven: Program Director Charlie Wright has left on a two-week vacation, with Marion Reynolds subbing for him . . . Engineer Joe Austen and Announcer Martin Heyman are back from their recesses . . . A Drama Tournament will be presented starting Aug. 12 in cooperation with New Haven Public Schools; original plays being presented, with the public as judge . . . The New Haven Banjo Club, new musical unit, started a series Sunday at 6:15.

WOW, Omaha: New feminine staff members are Dorothy Delfs, day hostess; Pauline Tully, mail clerk, and Esther Kralik, program department; Miss Delfs also is doubling as vocalist and pianist . . . Program Man-

CINCINNATI

Among messages of congratulations on the dedication of WCKY's 10,000-watt transmitter was a cable from the president of Cuba to L. B. Wilson, WCKY chieftain, who said the station is heard down there—and that it would be used soon for advertising Cuban tobaccos.

Bob Bentley, WCPO special events and news announcer, is back from his two weeks off.

Harry Hartman, baseball broadcaster at WCPO, takes off this week for Cleveland, Detroit and points East. He will do some airing at WHK, WXYZ and WWJ.

Lloyd G. Venard, WCKY director of sales and merchandising, arranged for broadcasts over that station of the 52nd annual convention of the National Ass'n of Retail Meat Dealers, being held at Netherland Plaza Hotel.

ATLANTIC CITY

Mary Burton, singing star of the nets, headlines the new Ritz Revels Revue at the Ritz-Carlton Hotel.

Claire Majette, former songstress on the CBS "Evening in Paris" show, becomes a permanent fixture at the Club Nomad after showing as a week-end guestar.

Lester Le Roy, juvenile comedian on the Children's Hour at WCAU, Philadelphia, is now making a hit with Daddy Dave's Review on the Steel Pier.

Larry Vincent, piano-vocalist heard on WCAU, Philadelphia, is vacationing at the shore's strands, as is Carolyn Ann Cross, directress of the Homemakers' Club at WIP, Philadelphia.

GUEST-ING

JACK OSTERMAN, on "Stardust Revue," Aug. 15 (WOR, 6 p.m.).

SHIRLEY ROSS, on "Hit Parade," Aug. 25 (NBC-Red, 10 p.m.).

PHIL REGAN and **DICK PURCELL**, on Elza Schallert program, Aug. 27 (NBC-Blue, 10:45 p.m.).

BOB STEVENS, NBC staff tenor in San Francisco, on "Show Boat," Aug. 12 (NBC-Red, 9 p.m.).

MEREK WINDHEIM, Met Opera tenor and screen comedian, on Benny Goodman program, Aug. 17 (NBC-Red, 9:30 p.m.).

TEX LEWIS and His Wranglers, fourth repeat booking, on "Town Hall Tonight," Aug. 11 (NBC-Red, 9 p.m.). Set by Central Artists Bureau.

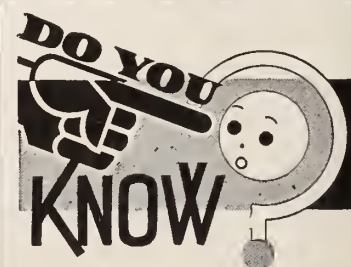
ager **Harry Burke** has returned from a two-week vacation through Yellowstone to Portland, Seattle and San Francisco . . . Transmitter grounds of the station, located north of Omaha, are being beautified.

Ray Olson, newcomer to the announcing staff of WOW, Omaha, has evolved a type of program new for this station consisting of old hymns, meditative lines and organ music. Assisting Olson are Ida Gilin, contralto; John Halpine Jr., tenor, and Fred Boucher, organist. The program carefully steers away from any religious denominational idea. It is titled "Hymns of Cheer."

WTCN is utilizing new pack set equipment for coverage of sport and news events. Station pulled a novel one by broadcasting circus direct from main arena. Charley Irving, perched atop an elephant, roamed around the tent, picking up color and relaying it to listeners. He also interviewed employees and performers in the circus.

The "Three Youngsters," three girl singers who left WSPD, Toledo, where they sang as "The Three of Us," to join Reggie Childs' orchestra, have signed a Warner movie contract. Girls are now heard with Childs from KOA, Denver, on the Red Network.

F. Turner Cooke, program director, WMAS, Springfield, Mass., goes North for his annual rest on the 18th.



Mark Warnow is a proficient hypnotist.



RADIO DAILY

Serving the Better Interests of Commercial Radio and Television



VOL. 2, NO. 29

NEW YORK, N. Y., WEDNESDAY, AUGUST 11, 1937

FIVE CENTS

WLW Line Into Chicago

Looking On ... AND LISTENING IN

SUCCESS STORY The names in this little yarn are withheld by request; they aren't particularly essential to the moral anyhow.

Somewhere out in the open country there was a general clothing store that dated back to the days when its salesmen drove from town to town selling suits off the arm to the hicks on paydays.

Having made practically no change in method of operating the store in the past 20 or 30 years, trade finally dwindled into a consistently red groove.

So the owner decided to stage a "Grand Closing Out Sale" and call it quits.

He gathered his staff together for suggestions on how to put the sale over with a bang.

One of the younger boys suggested using radio.

The old proprietor balked at first, but finally gave in.

A nearby station was contacted and a deal was made to use two daily programs over a period of two weeks.

By the end of the first week, half of the store had been cleaned out.

The sale had been planned for a month's duration, and when repeated calls began coming in for articles that were exhausted, it was regarded as good business to have replacements rushed in.

At the finish of the fourth week, the store had sold its stock of goods more than three times over.

Being a man of honor, however, when the month was up the store owner closed his shop in that town.

With the neat profit realized, and the fascinating new experience gained, he moved to another community, opened a fresh store, took on a regular radio program, and is now riding around in a limousine with a liveried chauffeur.—D.C.G.

STATION LIST APPROVED BY SHERWIN-WILLIAMS

Sherwin-Williams (interior paint) fall spot radio campaign schedule has been approved and includes 38 stations from Boston to Dallas with a west coast network participation hour yet to be set. Series will start Labor Day week and will be aired from one to six times weekly depending on the locality. Participation programs are being used on all stations. Contracts run from 10 to 13 weeks.

Stations and networks signed by T. J. Maloney Inc., Sherwin-Williams
(Continued on Page 3)

Balk at U. S. Music Cuts Iturbi Off Air

Because of Jose Iturbi's alleged dissatisfaction with the "all-American" concert and desire to make a switch in music while program was under way, NBC cut off the conductor about midway in his broadcast from Robin Hood Dell, Philadelphia, Monday night, over the Blue network. Network's main concern was
(Continued on Page 3)

John Gillin is Elected Head of Nebraska Ass'n

Lincoln—John Gillin, president of WOW, Omaha, has been elected president of Nebraska Broadcasters Ass'n, representing 10 stations in the state. John M. Henry, KOIL-KFAB, Omaha, was chosen vice-president, and Art Thomas, WJAG, Norfolk, secretary-treasurer.

Individual Parleys Being Held By AFM on the ET Situation

Radio News Ass'n Meets Sept. 10-12 in Chicago

Chicago—Ass'n of Radio News Editors & Writers holds its first annual meeting Sept. 10-12 in the Sherman Hotel, with about 100 members expected. Conclave is expected to go into every phase of radio news gathering, writing and broadcasting, says
(Continued on Page 3)

Deal is Closed With Ralph Atlass Adding WJJD and WIND—Detroit's WXYZ Also to be Fed Programs

Linton Wells Series

Linton Wells, noted American newspaper correspondent with an adventurous record abroad, starts a weekly series of anecdotes Aug. 21 at 8:30-8:45 p.m. over NBC-Red network.

BASIC RED NETWORK BOUGHT BY ENERGINE

"Radio Newsreel," sponsored by Energine Cleaning Fluid, will start on NBC Oct. 24 at 3-3:30 p.m. Time bought so far is the Basic Red network and program, which will be handled by Parks Johnson and Wally Butterworth, will feature interesting people who figure in the day's news.

(Continued on Page 3)

Gets "Porgy and Bess" As Radio Presentation

Arthur Kass of Kass-Tohrner, radio producers, has acquired from the New York Theater Guild exclusive radio rights to the George Gershwin musical, "Porgy and Bess," and is preparing it as a sponsored network show. As many of the original stage principals as possible will be used
(Continued on Page 3)

Chicago—Deal completed here between Virgil Reiter Jr., vice-president of Transamerican Broadcasting & Television Co., and Ralph Atlass of WJJD and WIND will bring the WLW Line through to this city on or before Sept. 15. Programs will also be fed to WXYZ, Detroit. Complete station lineup will then include WLW, Cincinnati; KQV, Pittsburgh; WFIL, Philly, and WHN, New York.

Several commercial programs are set, the time classifications including
(Continued on Page 3)

LEVER BROS. RESERVES ANOTHER CBS HALF-HOUR

Lever Bros. has reserved the 8-8:30 p.m. Tuesday night spot on CBS for another fall series to begin Oct. 5. No talent has been announced for the period nor is it certain what product will be promoted. Period comes directly before the Al Jolson half-hour which starts next month under the same sponsorship.

Lever Bros. now is committed to four and one-half hours weekly on
(Continued on Page 3)

Internat'l Silver Adds Two Canadian Stations

International Silver Co. has added CFRB, Toronto, and CKAC, Montreal, to its CBS network program which starts Oct. 3. Network now totals 46 stations. Young & Rubicam handles the account.

WLW Salutes KGW

Cincinnati—WLW will dedicate its "Moon River" program Aug. 14 to KGW, Portland, Ore., which dedicates its new 625-foot vertical antenna that day. Sydney Mason, narrator, is preparing special continuity for the half-hour broadcast, which starts at 12 midnight EST. DeVore Sisters will sing special songs for Portland. Crosley also will short-wave the show.

Football Charge

Columbia, Mo.—U. of Mo. intends cashing in on its home-played football games next fall. Don Faurot, head coach, announces that a charge of \$100 a game will be imposed on each station airing the games. Last year the broadcasting privileges were gratis. KMOX, KWK and KSD, all of St. Louis, are expected to carry the games again despite the tax.



Vol. 2, No. 29 Wed., Aug. 11, 1937 Price 5 Cts.

JOHN W. ALICOATE : : : Publisher
DON CARLE GILLETTE : : : Editor
MARVIN KIRSCH : : : Business Manager

Published daily except Saturdays, Sundays and Holidays at 1501 Broadway, New York, N. Y., by Radio Daily Corp. J. W. Alicoate, President and Publisher; Donald M. Mersereau, Treasurer and General Manager; Chester B. Bahn, Vice-President; Charles A. Alicoate, Secretary; M. H. Shapiro, Associate Editor. Terms (Post free) United States outside of Greater New York, one year, \$5; foreign, year, \$10. Subscriber should remit with order. Address all communications to RADIO DAILY, 1501 Broadway, New York, N. Y. Phone Wisconsin 7-6336, 7-6337, 7-6338. Cable address: Filmday, New York. Hollywood, Calif.—Ralph Wilk, 6425 Hollywood Blvd. Phone Granite 6607.

Entered as second class matter April 5, 1937, at the postoffice at New York, N. Y., under the act of March 3, 1879.

FINANCIAL

(Tuesday, Aug. 10)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Am. Tel. & Tel.	170 5/8	170	170	— 3/4
CBS A	29 7/8	29 5/8	29 7/8	+ 1/4
CBS B	29	29	29	— 3/8
Crosley Radio	19	18 1/2	18 1/2	— 3/4
Gen. Electric	57 3/8	56 5/8	56 5/8	— 5/8
North American	27 5/8	27 1/4	27 3/8	— 1/8
RCA Common	11	10 3/4	10 3/4	— 1/4
RCA First Pfd.	72	71 3/4	71 7/8	+ 1/4
Stewart Warner	18 1/2	18 1/4	18 3/8	— 1/8
Zenith Radio	37	36 3/4	37	—

NEW YORK CURB EXCHANGE

Hazeltine Corp.	16	16	16
-----------------	----	----	----

OVER THE COUNTER

	Bid	Asked
Stromberg Carlson	13	14 1/2

New Sam Hammer Series Starts on WOR Aug. 18

Sam Hammer, who now conducts "Your Inventions" over WMCA, launches another novelty program Aug. 18 at 10-10:30 p.m. over WOR. Titled "How About It?" the new series will be a question and answer competition between 10 teams of contestants, each team composed of a man and a woman. Questions asked will be of the human interest variety lending themselves to comedy, such as "What would you do if you had a million dollars?" and "Suppose you were arrested for kissing your own wife in public?"

Wynn Murray Set Regularly

Wynn Murray has been set as a regular member of the "Sealtest Sunday Night Party" on NBC-Red. Miss Murray also is in the Broadway musical, "Babes in Arms."

Helen Gahagan Series Starting Out as Disks

West Coast Bureau, RADIO DAILY

Los Angeles—General Mills' serial, "Love for a Day", with Helen Gahagan, will be waxed for 13 weeks here before it becomes a live show. Miss Gahagan returns soon from Europe to start work in the series. Blackett-Sample-Hummert is the agency.

Hearn's Auditioning

Hearn's Department Store, is auditioning a dramatic type of show at WOR. Style is along the "March of Time" presentation, with past and present news being voiced. Organizer, two announcers and actors included in the cast.

2 New Vocalists on WNEW

Johnny McKeever, tenor who has appeared with George Hall's orchestra and over all three major networks, and Vivian Smith, a new singer to be known as "Kansas City Blues," have been added to the WNEW vocal staff.

McKeever will be heard on the "Listener's Scrapbook" daily at 2-2:30 p.m. starting Aug. 19. Miss Smith, who hails from WDAF and KFEQ, starts tomorrow at 1:30 p.m. and will be heard Tuesdays and Thursdays. She does a female Fats Waller.

Tobacco Center Campaign

Chamber of Commerce at Kinston, N. C., is embarking on a large radio campaign for "The World's Foremost Tobacco Center" over its own station, WFTC, and will use the comedy disk serial, "Detectives Black and Blue", placed by Charles Michelson of the Earnshaw Radio Productions New York office. Ninety-one episodes have already been contracted.

News Tie-up on KFKA

Greely, Colo.—KFKA here has inaugurated a "News Roundup of the Air" in association with the Denver Daily Record Stockman. Broadcasts emanate from the Stockman editorial rooms and include three 15-minute periods every weekday and two on Sundays. Station has 24-hour UP news coverage.

Old Shakespeareans on CBS

As a prelude exploitation for "As You Like It", its Shakespearean offering next Monday night, CBS will present five Shakespearean stars of the past in a special program at 5:15-5:30 p.m. Monday. The oldtimers are Kate Mayhew, Robert Vivian, Conrad Cantzen, H. Cooper-Cliffe and Burford Hampden.

WMCA Airs "Zola" Premiere

World premiere of the Warner Bros. feature, "Zola", starring Paul Muni, will be aired by WMCA at 8:30 tonight. Martin Starr will interview celebs from the lobby of the Hollywood Theater on Broadway.

Wightman Cup Contest Is Being Aired by CBS

Fifteenth annual Wightman Cup tennis contest, Aug. 20-21, will be aired by CBS with Ted Husing at the mike. The programs also will be short-waved.

An exclusive preview program, including stars of both teams, will be broadcast by CBS at 6:15-6:30 p.m. Aug. 18.

Albert E. Short Dead

Chicago — Albert E. Short, NBC studio orchestra conductor and former production man, died yesterday following a sunstroke last week at Lake Geneva, Wis. Short also operated a theatrical production agency with Will Harris.

Services for Lou Ancker

Funeral services will be held tomorrow at Arlington Cemetery, Philadelphia, for Lou Ancker, radio and stage actor and program director, who died a few days ago at his home here after a long illness. Ancker, whose wife, Anice Ives, has a radio program on WMCA, had done radio work in Philadelphia before coming to NBC here last year. He was 50 years old. The body will be cremated.

Van Cronkhite Staff Adds

Chicago — Recent personnel additions at Van Cronkhite Associates Inc. include Forrest Johnston, former president of Pacific Air Industries and more recently account executive with Pettinger & LaGrange agency. Indianapolis, who takes over direction of the foreign language station rep division, replacing George Roesler, who sold out to John Van Cronkhite, and Sam Knott, who joined as managing editor of VCA news room. Staff now numbers 21.

WATL News Service

Atlanta—Manager Maurice C. Coleman of WATL launches a new and improved News Service on Sept. 15, presenting news on the hour every hour throughout the day and night. Sponsors are now being signed, with no talent charged on deals closed before Sept. 15.

Two More Wed at WSYR

Syracuse, N. Y.—The love-bug is doing a landoffice business at WSYR this summer. Pete Krug, announcer, and Aaron Beckwith, salesman, became entries 5 and 6 in the marriage derby when they took their vows over the week-end.

CBS Signs WFBL Singer

Syracuse—Claire Herman, who has been singing over WFBL off and on for six years, was signed by CBS following an audition. Network will give her a new name.

COMING and GOING

AL PEARCE and his gang will leave Hollywood for New York on Sept. 10, according to Fanchon & Marco. Troupe will make personal appearances during the eastern trek. First Ford broadcast from New York will be aired Sept. 28.

H. LEN GAHAGAN, now on a concert tour abroad, is due back shortly to start a series for General Mills.

RALPH ATLAS, head of WJJD and WIND, Chicago, is on a motor trip to Yellowstone Park.

JOHN SCHULTZ of Fanchon & Marco left yesterday for Hollywood, where he will attend to some business for the next two weeks.

RAYMOND PAIGE, after a week's sojourn in New York discussing his new program with the agency and sponsor, leaves for Hollywood today.

W. C. GARTLAND, sales manager for Star Radio Programs, has returned from Winchester, Conn.

MORT WATTERS, network director of the West Virginia net, arrived in New York early this week on business.

E. F. SCOTT, president of Scott Radio Laboratories in Chicago, is back from a trip to London.

ROLAND YOUNG sails today for Europe aboard the Queen Mary.

VERNON A. MOORE, sales manager of General Motors Co., arrives today with his family aboard the Southern Cross.

FRANCIS T. ROWELL, official of Swift & Co., arrives on the Southern Cross today.

HARRY LEEDY of the Rockwell-O'Keefe office returned from Hollywood early this week.

HARRY BOERSMA, baritone of WREC, Memphis, is in town on both vacation and a look-around.

BILL STUHLER, radio director of Young & Rubicam Inc., has returned to his desk after a month's vacation at East Hampton.

FRANKLIN M. DOOLITTLE, executive of WDRC, Hartford, was in and out of town yesterday.

BEN ROCKE is back on the job after two weeks' rest at Bethlehem, N. H.

SID SCHWARTZ of WNEW leaves Aug. 16 for two-week vacash, spending one week on cruise to Nova Scotia.

JONATHAN D. PIERCE, president of Bermingham, Castleman & Pierce, sails today on the Queen Mary for England.

Tillamook Cream Ass'n Signs on Coast Network

Tillamook County Creamery Association, Tillamook, Ore., (Cheese) has signed a 14 week contract with NBC for a Friday, 10-10:15 a.m. (PST) series to begin Sept. 17. Show will be aired over the five NBC-Red Pacific stations. No title or talent selected yet. Botsford, Constantine & Gardner Inc., Portland, Ore., has the account.

Cardinet Renews on Coast

Cardinet Candy Co., Oakland, Cal., has renewed the "Night Editor" program on 10 NBC-Red Pacific and Mountain stations. Program featuring dramatizations by Harold Burdick is aired Sundays, 9:15-9:30 p.m. (PST). Tomaschke-Elliott Inc., Oakland, is the agency.

"Wheaties Champions of Harmony"

KAY & BUDDY ARNOLD

Sponsored by General Mills

WMCA 2:30-5:30 Daily

WLW LINE MAKES DEAL WITH CHICAGO STATIONS

(Continued from Page 1)

two daytime strips, a Sunday afternoon one-hour show, a Saturday afternoon football schedule and several other smaller accounts.

Strong possibility that the WLW Line will be put through to this city long before Sept. 15. Additional accounts being worked on by Trans-American may start the new WLW Line extension off on a consistent basis.

Move by WLW in coming into Chicago gives room for speculation as to its future plans with other network affiliations.

Lever Bros. Reserves Another CBS Half-Hour

(Continued from Page 1)

CBS exclusively. A daytime half-hour, five days a week, the "Lux Radio Theater" hour and the two above shows make up the schedule. Ruthrauff & Ryan handle all periods except the "Lux Radio Theater," which is serviced by J. Walter Thompson Co.

Balk at U. S. Music Cuts Iturbi Off Air

(Continued from Page 1)

that Iturbi might substitute numbers on which there was no clearance.

Newspaper interviewers later quoted Iturbi as saying that American music was "cheap." Works of Victor Herbert, George Gershwin and Jerome Kern were part of the program.

Lucy Monroe, soloist with Jan Peerce on the concert, took an opposite view, defending native works.

Gets "Porgy and Bess" As Radio Presentation

(Continued from Page 1)

in the air version, which will consist of a series of 13 half-hour shows.

Before he died recently, Gershwin collaborated on the first script of the radio series.

Elinore Sherry Booked

Elinore Sherry, opens at the Metropolitan theater, Boston, on Aug. 19 as the first Mutual network artist to go into vaude, booked by WOR Artists Bureau.

RALPH KIRBERY "The Dream Singer"

MANAGEMENT
WILLIAM MORRIS AGENCY
BILL MURRAY

NEW PROGRAMS—IDEAS

Farm Program

Of intense interest to rural listeners is the WOWO (Fort Wayne) feature, titled "The Purdue Agricultural Program" heard at 1 p.m. CDST on Mondays and Thursdays. It is under the direction of H. V. Kimmell, county agent for Allen County. Better methods of farming is the goal toward which the program aspires. In order to formulate and present these methods he has the facilities of Purdue University's laboratories, farm clubs throughout the County, and the farmers' own discoveries at his disposal.

On the last Thursday of each month, this broadcast period is given over to the ladies' clubs of the County—thus it becomes a sort of home economic discussion.

This "Purdue Agricultural Program" has proven so popular that an extra period a week is being assigned to it—on Wednesday noon, to be handled by two other counties.

Women's Radio Edition

KFRU, Columbia, Mo., has inaugurated a new series titled "The Women's Radio Edition." The new show, heard five times a week, 2-2:15 afternoons, is split by Beth Barkley on beauty and style, and Jane Bradford on personalities in the woman's world.

"The Missouri Sportsman," five-minute commentary three times a week at 7:55 p.m., giving a condensed version of the findings of the State Game & Fish Commission, along with private opinions by one of the best-known hunters in the state, is entering its third week and being well received by outdoor enthusiasts.

Disk Interviews for Night Airing

WSIX, Nashville, is now presenting its sidewalk interview program in an unusual manner. This broadcast, known as the "Voices of Nashville," has been aired daily at 1 o'clock. Now the program is being recorded at the same hour from the regular location in front of the Princess Theater, but not put on the air until 7 o'clock the same night. This is giving the people interviewed on various questions an opportunity to hear themselves.

Kids on Mythical Tours

Norah Adamson, conducting "Aunt Patty's Gang," children's program, over WSPR, Springfield, Mass., began a new series when she started her "gang" on a "World Tour." Each

Saturday a.m. the group goes to a different country. The first program took the group down New York Harbor. They pointed out the most interesting spots, not from a historical standpoint—but from a standpoint of interest to the kids. They have visited the International Exposition at Paris, and are soon to go to Scotland. Miss Adamson is assisted in the presentation by Ed Tacy, chief announcer.

Mythical Travel Tour

Listeners to WJBK, Detroit, will learn all about their state in a new program titled "Tom MacClure's Michigan Travel Tours." Tom MacClure, Conservation Engineer, and Joe Karmann, chairman of the Michigan division of Isaak Walton League of America, are going on a mythical hunting, fishing and camping tour and plan to cover the entire state of Michigan during the next 52 weeks. The idea is to take listeners right along with them. The entire trip will be true in every detail, because Tom MacClure, former Michigan Conservation officer, has practically covered every mile of this state's sporting lure.

Explain School Operation

The operation of Raleigh public schools will be carefully explained in detail in a new series of weekly programs broadcast over WPTF every Tuesday evening at 7:45 o'clock, with Superintendent of Schools, Claude Gaddy in charge of arrangements. It will be the purpose of Gaddy and those officials who assist him to relate to parents and the public in general topics concerning school management and activities. Problems affecting teacher and pupil will be discussed, as well as plans for the approaching months, whereby closer cooperation between classroom and home will be attained.

"Football Souvenirs"

Moss Bakery of Durham has contracted with WDNC to sponsor over its facilities football souvenir programs preceding each football game to be broadcast by the station. The programs will feature 15-minute periods of football songs and marches and will be transcribed presentations with local color and interest being added by the WDNC announcer. The complete Duke University football schedule has been contracted for sponsorship by Atlantic Refining. Consequently, the Moss Bakery football souvenir programs will precede Duke games.

Station List Approved By Sherwin-Williams

(Continued from Page 1)

advertising agents, are: Iowa network, Yankee network, WOR, WBEN, WGY, KDKA, WFBR, WBT, WJAX, WLS, WGAR, WJR, WFBM, WCCO, WFAA, KMOX, KMBC, WCKY, WSB, KTRC, WTMJ and WFIL.

Radio News Ass'n Meets Sept. 10-12 in Chicago

(Continued from Page 1)

John Van Cronkhite, ARNEW president, and majority of meetings will be open to all interested persons. Convention program committee consists of Jack Harris, WSM; Beckley Smith, WJAS; Al Hollender, WJJD-WIND, and Ken McClure, WOAI.

INDIVIDUAL PARLEYS BY AFM ON ET ISSUE

(Continued from Page 1)

able to get some better terms when they meet the AFM again.

Although ET manufacturers are conferring among themselves and have held several meetings as to method of procedure, they are also advising their station subscribers to drop into the AFM headquarters in New York and lay their respective cases before the officials. While President Joseph N. Weber and other officials are listening to the broadcasters who have dropped in, the radio men report no definite progress beyond the fact that they are going through the same general talking to that the others received at the Executive Board meetings. The networks are likewise requesting and advising the individual broadcasters to talk to Weber, et al.

President Weber told RADIO DAILY that no contracts or agreements will be entered into between the AFM and any individual organization or broadcasters until after Sept. 16.

Position of the NAB is not to present a united front nor set up a committee, but have the AFM deal individually with the broadcaster members. Also a possibility that broadcasters may decide to call the AFM on its strike threat and see if it isn't a bluff.

Basic Red Network Bought by Energine

(Continued from Page 1)

No stooges will be used, nor actors giving impersonations.

Production will be handled by Publicity Associates in cooperation with Richard A. Porter of the Stack-Goble agency's New York office.

Another Name Mentioned For FCC Chairman Post

Washington Bureau, RADIO DAILY

Washington—Radio circles here are considering with interest the possible switch by President Roosevelt of Judge Ewin Davis, now chairman of Federal Trade Commission, as a possibility for the post left vacant by Anning S. Prall, late chairman of Federal Communications Commission.

Davis is a trust buster and fought Warren Harding's move for a merchant marine subsidy and waged the first legislative battle against the big radio companies and monopoly of the industry.

CRAIG & HOLLINGBERY

Incorporated

Radio Station Representatives

New York
Jacksonville

Chicago
Detroit

NEW BUSINESS

Signed by Stations

Boston

WBZ: Sun Royal Co., Frankfort, Ind., through Caldwell Baker Co., Indianapolis; International Harvester, through Aubrey, Moore & Wallace, Chicago; Ralston Purina Co., through Gardner Adv'g Co., St. Louis; Graham-Paige Motors, through J. Walter Thompson, Chicago.

WNAC: Foster Canning Co., Brooklyn (Dr. Olding pet ration), also on 14 other Yankee net stations, through Nathan Feist Agency, N. Y.; American Cereal Co., Clinton, Mass. Wheat-abix), also on 12 other Yankee stations, through H. B. Humphreys Co., Boston; Anderson Co., Gary, Ind. (Sleetmaster windshield wiper), through Schwab & Beatty Inc., N. Y.

WAAB: Hecker's Products, also seven other Colonial net stations, through Erwin-Wasey & Co., N. Y.; Duart Sales Co., San Francisco (cosmetics), through Mutual.

WIRE, Indianapolis

Bristol-Myers (Ipana, Sal Hepatica), new Fred Allen show starting in Oct.; Gruen, Sheila Barrett show starting in Oct.; Wander Co. (Ovaltine) "Orphan Annie"; "True Story Court of Human Relations," Sept. 3; Marion Talley, Sept. 26.

Gen. Foods on WEEL

General Foods for Jell-O ice cream powder on Monday started sponsorship of a quarter-hour daytime program on WEEL, Boston. Series features Marguery Mills. Young & Rubicam Inc. placed the account.

New Station Call Letters

St. Cloud, Minn.—Times Publishing Co. was recently assigned the call letters KFAM for its new station here.

Networks May Air N. J. Fair

Negotiations are under way where-by events of special interest at the New Jersey State Fair, Sept. 26-Oct. 2, will be aired over national networks as well as local stations in New York and New Jersey. Bert Nevins, who has been appointed publicity director of the fair, is at present attempting to get lines from CBS, NBC, Mutual and WNEW into grounds for pick-ups. Complete radio coverage of the fair will be announced at a later date.



Greetings from Radio Daily

August 11

Carl Landt

Helen Broderick

Adrian Revere



● ● ● A couple "heat-wave" stories:...When the story appeared here that Gruen watches would take to the air in the fall via NBC, Arde Bulova, head of a competing concern, phoned Don Shaw, exec at McCann-Erickson, agency for Gruen, and asked Shaw if the story was so...Don confirmed our report and added the time to be used by the sponsor... Bulova, who uses spot announcements around the clock giving the time of day via both nets, did the most unusual thing. According to his contract, Bulova could've had the Gruen show sign-off weekly—and a second later, the wordslinger would give "The time by courtesy of Bulova," etc.—thus confusing the listener. Instead, Bulova phoned NBC and CANCELLED his announcements for one hour on either side of the Gruen airing!

● ● ● Bill Pope, sports announcer for WESG, Elmira, unwittingly turned in a fire alarm during one of his recent airings of a baseball game....A spectator's auto caught fire outside the ball park. Pope made mention of it during his description, resulting in three fire companies responding before the regular alarm could be sent in...NBC signed Lucille and Lanny after their build-up at WNEW and immediately had the pair interviewed by the extensive press dept. and photo-ed by Ray Johnson at NBC...With these methods employed the kids went out and subscribed to a clipping bureau after which they sat back and waited for "clips"...Yesterday the first one arrived. It was a picture planted in the "Daily Forward" a Jewish paper—and they can't even read the caption!...Before each foreign language show on WJBK, Detroit, this announcement is made: "In an attempt to serve a cross-section of metropolitan Detroit, we now present—" and then nationality is mentioned. The station now has a Jewish, Hungarian, German, Italian, Greek, Ukrainian, Arabic, Russian, Polish, Lithuanian—and also an all-colored show!

● ● ● This, we indorse, as the best story of the decade....Because of its startling nature, the place and name of the second party must remain a secret...Joe Rines was driving along last week en route to visit some friends. He was stopped for speeding and inasmuch as his car bore "Mass." license plates, the cop asked when he was going back home... Joe, hoping to appeal to the officer's sympathy, said the following day, "Too bad that you'll have to come back next week to answer this ticket"...Joe, after some clever wordslinging, handed the cop a fin to settle the matter...Before pulling away, the motorcycle cop noticed Joe's new sun glasses, put on the market this year by Du Pont. He inquired Joe about them and was told the whole story. "You know," said the officer, pointing to his own, "these glasses are tiresome wearing them all day. What did those cost you?"...Joe said a dollar and added as a gag, "I'll sell them to you"...With this, the cop took out the fin just received from Joe, handed it to Rines, who gave the cop FOUR DOLLARS CHANGE—and then drove away!

● ● ● Beverly Freedland of the Three Harmonics and Curley Mahr of the Landt Trio were married yesterday in the heat....Another hook-up slated for Saturday is Carolyn Wolfenstein, pencil-pusher for John Schultz of Fanchon and Marco, to Fred Lippman.... Night before last Eddie Lambert of Sam Fox Music and Whitney Rimes of American Airlines entered the hotel room of Lambert, and much to their consternation found the place occupied by a BAT with a 14 inch wingspread....After heaving packages of orchestrations at it, Rimes finally connected one which hit the head....Later, officials at the Zoo supplied the info that it was a rare brown bat....This, we suppose, was to have eased the boys' pains!...Eddie Garr was being heckled by a femme patron at the Riviera the other night. In the hope of quieting her, Garr yelled from the stage to a waiter, "Better give her a 'mickey'"....To which came this reply: "O.K. I'll take him" as she went for MICKEY Alpert!

ORCHESTRAS MUSIC

JOSEF CHERNIAVSKY takes over the baton of the "Music By" series over WOR next Tuesday at 8-8:30 p.m. He also will be heard the following week, Aug. 24.

King Kolomoku and His Royal Hawaiians are making quite a hit on the Tim and Irene program sponsored by Nozema over WOR-Mutual on Sundays. David Kaonohi, tenor with the aggregation, also has been coring.

Sammy Kaye, whose "swing and sway" melodies are heard several times weekly over the WOR-Mutual network from Jenkinson's Pavilion, Point Pleasant, N. J., is putting the finishing touches on a new tune, entitled "We'll Ride the Tide Together."

"The Concert Hour," a new series of full-hour programs of works of great composers, featuring Helen Traubel, soprano; Rosa Linda, pianist; Benno Rabinoff, violinist, and the NBC Concert Orchestra under the direction of H. Leopold Spitalny, will make its bow over the NBC-Blue Network on Aug. 19 at 9 p.m.. The programs, to be heard weekly thereafter, will consist of compositions by such great composers as Debussy, Rachmaninoff, Rimsky-Korsakoff, and others who are familiar to the average radio listener and music lover.

Bill McCune and his orchestra, currently heard over WOR-Mutual from the Bossert Hotel in Brooklyn, was selected among the first three favorite bands in a poll in Westchester County.

Occupying first place in the contest was Guy Lombardo with 101,626 votes; second place went to McCune with 92,880 ballots, and third to Benny Goodman, swing specialist, with 89,590 ayes.

Sam Fox, president of Hollywood Songs, Inc., has just closed a deal with Keith Prowse & Co. Ltd., London, for the musical score of England's stage success, "Balalaika". Shuberts have acquired the American stage rights, with Broadway opening tentatively set for the Christmas season. Screen rights sold to Paramount.

Ted Lloyd, RADIO DAILY'S "Ol' Scoops Daly," and Lester Lee, vice-president of Artists' Syndicate of America, have placed their second musical composition, titled "Brother Rat," with Lester Santly of Santly Bros.-Joy Music Co. The duet's first number, "I'm Gonna Picket Your Heart," which was placed with Henry Spitzer at Marlo, is the song being worked on at present by that firm.

PROGRAM REVIEWS

"King Lear"

Fifth in the CBS series of Shakespearean programs was a rather heavy show for such a torrid Monday night. Signal from WABC was very weak, making it necessary to use all the volume available. To this listener it seemed as though the voice of Thomas Mitchell as the mad monarch was not a good microphone voice. Margo turned in an excellent piece of acting as Cordelia, the banished daughter. Radio adaptation was made by Archibald MacLeish with Brewster Morgan directing as usual.

Conway Tearle as the narrator did not sound as good as in previous broadcasts. Jack Smart, an old-timer to New York radio people, had the part of Oswald. Morris Ankrum played the role of Lear's friend.

To those who could hear the show with a good clear signal, program probably was on a par with the previous broadcasts.

"The Fountain"

Second presentation of the Eugene O'Neill cycle by NBC on Monday at 9:30-10:30 p.m., drew the less-known and earlier work of the author, "The Fountain." Naturally, it is neither as absorbing nor as strong a piece as some of the O'Neill favorites, and, coupled with an extremely warm evening, the radio offering probably got the worst of it. As a production, however, it was very well done. Ian Keith did ample justice to the leading role, supported by Francesca Bruning in the part of Ponce de Leon's beautiful ward.

Play concerns de Leon's search for the fountain of youth and is not hard to listen to from a rhythmic point of view. It reads well from this angle. Too bad, however, that the play and excellent work of Keith had to be aired on a hot night in August instead of a cool night later in the season. Cast generally did a worthy, conscientious job.

"The Wise Man"

Returning to the NBC-Red network at 2:30 p.m. yesterday after an absence of nearly twelve months, bringing his sage remarks in a musical background with Alma Kitchell as soloist.

The talk portion is of the comforting and inspirational variety, with some good common sense and wisdom included, so it is quite absorbing. Miss Kitchell's vocalizing and the work of an instrumental group give the program a suitable setting.

The quarter-hour will be heard regularly on Tuesdays.

Prominent Local Women

"We Women," a discussion of the notable women in the city, is a new sustaining feature over WOWO, Fort Wayne, aired for 15 minutes at 7:30 p.m. Fridays, with Jane Vesey, member of a prominent local family, conducting the programs.

☆ PROMOTION ☆

Market Data from WLBC

Promotional Department of WLBC, Muncie, Ind., has just sent out a package containing complete market information on Indiana's Third Radio Market. Muncie Chamber of Commerce cooperated with the local station in supplying two brochures. All major advertising agencies in the U. S. received the information.

Establishment of consumer demand and its relationship to WLBC listening habits is part of a survey that is now being conducted by the WLBC Merchandising Department under the direction of Fred "Packhorse" Ayer, merchandising director.

LOUISVILLE

Bob Drake of the Jackson Family making plans for WHAS's annual radio day to be held at Fontaine Ferry Park late this month.

Both WHAS and WAVE are carrying a heavy schedule of political speeches.

Singing Sam Raborn now filling daily sustaining spot over WGRC. He formerly aired over KTAT, Fort Worth, under sponsorship of Montgomery-Ward.

Joe Easton, program director, and W. Lee Coulson, commercial manager, both of WHAS, went to New York on business.

Dolly Sullivan, Ruth Chatten and Dudley Musson, all of WHAS, vacationing.

Nate Lord, WAVE general manager, is in New York City on a business trip.

Staff changes at WGRC have shifted Bob McIntosh to sales department and office manager; Biff Carr, program and production manager, with Charlotte Falkner, Sara Lee and Rosalind Brown assisting. Jack Robertson, is a new announcer on the staff.

Arthur Harris, president North Side Broadcasting Co., operators of WGRC, is spending some time in Washington in the interest of his pending application for a regional wave length.

Bill Sherman, WGRC announcer, back on job after eight weeks in New York taking a special course in speech and radio.

Biff Carr, who conducts WGRC's "Curbstone Reporter" sponsored by Kay's Jewelry store, has been appointed state radio chairman for the American Legion.

WRBL Service

WRBL, Columbus, Ga., has an educational director whose job is to cooperate with all civic, educational, and religious organizations in Columbus. Nearly every organization in and about Columbus is said to have used WRBL's facilities without obligation.

Recipe Book

Martha Laine, directress of WFIL Women's Club of the Air, Philadelphia offers listeners a free book titled "The WFIL Exchange Book." Book represents an exchange of ideas among listeners, made up of all recipes and household time-saving hints submitted during the past year by club members. Contributors get credit mention for their material.

New Commercial Announcement

Star Radio Programs Inc. releases a mailing today on a new type of commercial announcement presentation. Four announcements will be tied into a five-minute dramatization and Star will supply stations with three scripts daily, five days a week.

KANSAS CITY

Arthur B. Church and Mrs. Church will leave next week with their son and two daughters for a three weeks vacation on the west coast.

Lou Kemper and Jack Grogan, for the past several years announcers and featured entertainers on the staff of WHB, have resigned to join WDOZ, Chattanooga.

Roy Kearns, KXBY announcer has left for a vacation in Chicago and St. Louis, upon the return of Bruce Robinson, who has been vacationing.

Norm Souther, vice-president of Midland Television, has returned from a three-week business trip to New York, Detroit and Chicago, G. L. (Jerry) Taylor, president, has left with Mrs. Taylor for a week at Colorado Springs.

Four members of WHB's production staff, John Schilling, general manager, Dick Smith, announcer, John Wahlstedt, staff vocalist, and Al Stine, continuity writer, have left for a ten day fishing trip to Basswood Lake, Canada.

The Jubilesta radio committee made up of representatives of all six local stations and headed by Arthur B. Church of KMBC, met last week and presented to the Jubilesta directors a tentative plan for radio advertising of the fall festival which calls for a budget of approximately \$7,500, to be used for 120 programs and 180 announcements to be divided on an equal time basis between WDAF, KMBC, WHB, KCMO, KXBY and KCKN.

KCKN's daily five minute program, "Women in the News," with Virginia Wallace conducting, assumes a new form this week with the voice of Ruth Royal, station musical director, being heard wherever a direct quotation is used.

ST. LOUIS

Richard O'Brien and Dave Caughlan have joined the KSD sales staff.

Bill Durney, director of public relations at WIL, and Bart Slattery, the station's publicist, were guests on a preview flight of the American Airlines' new 21-passenger Fleet airliner.

AGENCIES

J. WALTER THOMPSON CO. is handling the increased Universal Pictures advertising and exploitation campaign, opening with release of "A Hundred Men and a Girl," in which Deanna Durbin appears.

MOORE & HAMM INC. has been appointed by Merit Food Co., Hackensack, N. J., to handle advertising of Dianaise (salad dressing).

DICK MARVIN, radio director of J. Walter Thompson agency in Chicago, is motoring east with family on vacation.

KIRBY HAWKES, radio director for Blackett-Sample-Hummert, is back in Chicago after a trip to the West Coast to arrange for the new Helen Gahagan serial for General Mills.

EDWIN A. NICKEL, formerly with Lennen & Mitchell and other firms, has been appointed sales manager of W. P. Woodall Co., mail advertising and selling.

WILLIAM ESTY agency, which is bringing Feenamint back to Mutual network soon, is now working on script show plan, instead of a musical.

PHILADELPHIA

Two new shows make their bow on WFIL this week. Allen Franklin, from Tulsa, is featured in "Hollywood High Hat," daily studio gossip. "Golden Rule," on Thursdays, has three classical artists, Florence Irons, mezzo-soprano; Dr. Warren Levers, baritone, and Louis Hershorn, piano virtuoso.

Altho the dedication and full completion of WFIL's new studios will not be ready until middle of October, station will begin part-time operation from new site Sept. 1.

James Aull, KYW publicity director, back at his desk and busy at the puff sheets after a New England vacation.

James A. Willard Jr., WIP's Uncle Wip, has ordered a ventriloquist dummy, which will be christened "Oscar" with appropriate ceremonies.

Powers Gouraud is now heard at 11 p.m. on Sundays and 11:10 from Monday to Friday on WCAU for Yellow Cab Co. Larry Vincent has the 11 p.m. spot on other evenings.

In addition to Jan Savitt's Too Hatters, Rhythmaires and Singing Strings, KYW staff talent getting NBC Red solo airings include Arthur Hinett, organ; Carlile and London, piano duo, and Bonnie Stuart, vocalist.

CLYDE BARRIE

CBS

Thursday

6:15 P. M.



C. L. MENSER of NBC program department off on a roving vacation in his plane. Howard Keegan handling "First Nighter," during his absence. Barbara Luddy star of "First Nighter," vacationing between Fridays in New York, where she is meeting John W. Gibson, west coast actor friend, who will do a guest turn on Fibber McGee show here Monday when returning west.

Burridge Butler, president of WLS, and J. E. Edwards of Prairie Farmer, motored to Phoenix, Ariz., last week to look after business at KOY.

Glenn Snyder, manager of WLS, vacationing at Mackinac Island.

George Dieffenderfer, formerly with Rambeau agency, and William Dooley, former secretary to Harry Mason Smith, commercial manager of WBBM, are new on the WBBM sales staff.

Virginia Seeds is leaving WLS press department to take up house-keeping. She is the wife of Jack Retting, Evening American reporter.

Dave Rubino and Marion Claire will headline Chicagoland Music festival in Soldiers' Field, Aug. 21. Henry Weber will be musical director.

Arthur Stringer left over weekend for Cincinnati where he takes over post of sales promotion for WLW. Wife and family will follow as soon as their Evanston home can be sold or leased. Stringer's latest radio activity here was handling publicity for National Radio Trade show in connection with Radio Manufacturers' convention in June. He formerly handled publicity for the New York and Chicago shows.

Dr. George F. Courier, president of Hammond Calumet Broadcasting Corp., which operates WWAE and the new WHIP which is to open in Hammond around the first of next month, is expected back from European vacation next week. Dr. Courier, like J. Oren (Buck) Weaver, WBBM news editor, is a clergyman.

Whitney J. Clement, former KYW salesman, has joined NBC sales force here taking spot vacated by Mel Wolens who went to WCFL as sales manager.

Frank Black will finish up his vacation which he is spending on his Pennsylvania farm and return here as director of the Carnation Contented hour on Monday, Aug. 23. Roy Shield is pinchperforming.

Mrs. Wendell Hall has joined the Red Headed Music Maker in New York City. Hall winds up on the Gillette show Aug. 29.

Norman Ross has been re-engaged as master of ceremonies of the North Western Railway's suburban hour on through April 1, 1939. Sponsor also took an option for additional year.

STATIONS OF AMERICA

Highlights in the Development of Outstanding U. S. Radio Stations:
No. 57 in a Series

WDBO—Orlando, Fla.

580 Kilocycles—1,000 Watts (Increasing to 5,000 Watts about Aug. 25)

COLONEL GEORGE C. JOHNSTON, President
HAROLD P. DANFORTH, Manager

WDBO started operating some thirteen and a half years ago, in March, 1924, and the station has expanded steadily in both facilities and service. Its next step in this direction will be the dedication of a new 5,000-watt transmitter, about the end of this month. This follows the installation of new equipment with a 370-foot vertical radiator in January of this year. The radiator is situated in a swamp two and a half miles from the center of Orlando.

Station covers a rich citrus fruit and vegetable farming district, the area shipping annually more than 40 per cent of the total Florida harvest with gross of about 22 million dollars. Living standards in this region are comparatively high. Population is 266,972, with 37,685 radio homes and 131,897 listeners, including 69 per cent urban and 31 per cent rural.

WDBO is a full-time member of CBS. Station also maintains extension studios on a part time basis in Deland, with daily operation planned this fall. Sports and civic activities play an important part in program schedules.

Station has Transradio News service, 78 and 33 1-3 p.m. vertical and lateral transcription equipment and subscribes to WBS library. Paul H. Raymer Co. is its national rep.

★ Programs That Have Made History ★

No. 22—KPRC's Talks on Stocks.

A RATHER unusual program, and perhaps the only one of its kind in the country, recently passed its 1,500th broadcast over KPRC, the NBC affiliate in Houston.

Claiming to have established some kind of a record in addition to being in the different class, the program presents talks on ethical security trading.

The series is sponsored by Sterling

& Baker, brokers and investment counsellors of Houston, and consists of 1,000 word talks given by Kenneth A. Millican. There has been no break in the daily series since it started on Sept. 12, 1932.

Millican, who has been the commentator throughout, goes on the air each day at 3:15 p.m., and gives closing quotations in addition to his comment.

BOSTON

E. B. Rideout, WEEI meteorologist, celebrated his twelfth anniversary at that station Saturday.

Walter Moore of the New York NBC press department visiting WBZ while on what seems to be a postman's holiday.

Gordon D. Norris of the WBZ sales staff away for a two weeks' vacation.

Winslow Porter, announcer at WMEX, is in the Eye and Ear Infirmary of the Mass. General Hospital with a mastoid infection. Frank Gillin is filling in.

Jack Brown and his orchestra, who recently returned from Europe, open an engagement at Nautical Gardens at Revere Beach, with an WMEX wire.

Four of the boys at WEEI have gone on vacation. They include George Webster at the transmitter, controlman John Buttrick, Del Castillo, production manager, and Johnny Rushworth, also of production.

Ed Lord has taken over the production assignments while Del Cas-

SAN ANTONIO

KMAC is now picking up the guest bands via remote control from the Olmos Night Club nightly.

Bill Laurie, KONO chief wordslinger, has returned from a Dallas and Fort Worth vacation.

Jack Mitchell, KTSA sportscaster, is getting first hand fishing information from along the gulf coast line, and relays the info to the fishing fans each weekend.

San Antonio Express is now running Les Ketner's radio column five days weekly.

tillo is vacationing on Cape Cod. Irene Hanify pinch hitting for Del as organist on Neal O'Hara show.

John Shepard 3rd has returned from a vacation trip to Cuba.

Evelyn Towle, secretary to Lew Whitcomb, WEEI publicity chief, sails to New York tomorrow on a vacation trip.

Donald Van Wart, staff pianist at Yankee network, flew to Bermuda on the new Bermuda Clipper. He will return by boat.



FOLLOWING a look-see here, R. Heebner, chief draftsman for CBS, and William Lescave, architect for the new building which the network is erecting, will accompany Donald W. Thornburgh, vice-president in charge of Pacific Coast operations, on a trip to San Francisco to inspect plans for construction work there. They are expected to leave at the end of the week.

Bob Harnack has been promoted to sound effects chief at KEHE.

Bob Longenecker assigned to his first full fledged producer's chore with CBS "Hollywood in Person" last week.

Paul Myers, KFI, headed for northern hideouts with the family in one of those "five rooms and bath" trailers. Bud Evans, Dorothy Graham and Oma Rhodes also basking in the sun somewhere.

Dennis King, Gail Patrick and Charles Brown, have been added to the cast of the CBS "As You Like It", being aired next Monday night.

Becker Uses Femme Engineer

An unusual stunt was pulled by Bob Becker, who conducts the "Skyways Reporter" program over WAAT by wire from the American Airlines passenger terminal at Newark Airport. A stewardess of that line, Ann Margaret Becker, passed the exam for a commercial radio operator's license, and the same afternoon she replaced Art Beadle, the regular engineer on the broadcast. Miss Becker handled the remote set-up with ease and efficiency, according to Beadle, who hovered over her lest she make a mistake. The program uses three mikes, one which the announcer carries about the field on a 500-foot cord, one in an office for the commercial blurbs, and another for working in the terminal itself. The show has been airing under sponsorship since July 6.

LINCOLN

Harry Johnson, named the most popular announcer on baseball in the minors last year, has been picked by NBC to chatter the national semi-pro baseball from Wichita, Kas., soon.

It's Lyle "Pops" DeMoss for the second time. The genial program head of KFAB and No. 1 man on the street for Central States Broadcasting Co. string became father last week of his second boy, named Bobby.

For the first time in the history of the State Fair, local studios will have coverage competition. WOW, Omaha, will have lines down.

☆☆ San Francisco ☆☆

NBC taking the count here on remote dance pickups. Once cock of the roost, Mutual-Don Lee pushed them aside to snare the Sir Francis Drake and Mark Hopkins Hotel. CBS took the Fairmont and Palace Hotels leaving National with the El Patio ballroom and three niteries, the Deuville Club, Topsy's Roost and the Bal Tabarin. And it has to share El Patio with KYA.

Charles Runyon, NBC organist, and his bride, the former Lillian Sharp, station hostess, back from honeymoon.

Chief of Police William J. Quinn and NBC writer Dave Drummond both on vacation, so "Murder Will Out" is out at the station till resuming the 19th.

Phoebe Clark, radio actress wife of Claude LaBelle, drama ed. S. F. "News," plays in "Story to Be Whispered" which is world premiered at the Curran Theater Aug. 19.

Walter Sheets, local pianist, has

left to become pianist-conductor of a night club band in Singapore.

George Taylor, vocalist, and Clem Kennedy, pianist, debuted a new KJBS show Sunday.

When Mel Venter leaves "Feminine Fancies" for vacash Aug. 13, Bob Bence, Herb Allen, Ben Harkins, Walt Guild and Bill Davidson will alternately emcee. Chester Smith, ork leader, plans no vacation.

KFRC pipes three quarters of an hour of dance music to the Mutual web Tuesdays and Saturdays. Roger Burke does 15 min. from the Sir Francis Drake Hotel and Nick Stuart gets a half-hour from the Mark Hopkins Hotel.

Agatha Turley, KYA soprano, back from southern Calif. Spots were filled by Edna de Nunzio during her absence.

Reiland Quinn, KYA production mgr., left Sunday on vacation tour of Pacific Coast.

☆☆ QUOTES ☆☆

MILTON BERLE: "It seems that radio has covered the afternoon and early evening hours with excellent programs. There is very little cause to dispute this fact, for we have a solid week packed with 'ace' entertainment between the supper hours and eleven p.m. But how about those late hours? Seems there are plenty of dialers still tuning in when the networks go to bed. It has been left almost exclusively for independent local stations to fill in this gap; but I think that radio might begin to point for these hours as extra revenue markets."

ZINN ARTHUR: "Styles in music change just as they do in clothes. Most musicians know and appreciate this fact. But just like in clothes the new style is merely last season's sensation redressed with a few more frills, laces, etc. The musicians also realize this fact, but does the public. It seems not, for with every new addition which a band makes towards the interpretation of a song, the public becomes 'taken' with the 'new and distinctive idea' and clamors for all bands to adopt it."

HUGHIE BARRETT: "The time has passed when orchestra leaders can palm off a blend of melody and dissonance on radio audiences and call it swing. Swing must have a recognizable pattern. It must have significance, like any other type of music. It must have shading and inflections. Then it becomes what I prefer to call "swing with a lilt."

MILT HERTH: "The white hot radio music purveyed by Benny Goodman, Tommy Dorsey, Raymond Scott, Bob Crosby and Glen Gray is welding the country into a nation of rapid-fire talkers. It is the opinion

of a group of speech experts I sounded out recently on that subject, who stated that one speaks faster, subconsciously, when listening to fast music—and fast music, hot music, is King of Radio today."

Coming Events

Aug. 12: American Radio Telegraphists Ass'n meeting, Hippodrome, New York.

Aug. 23: Credit Retailers' Ass'n of America annual convention, Hotel New Yorker, New York.

Aug. 25-Sept. 4: Annual Radiolympia Exhibition, British Broadcasting Corp., at the Olympia, Kensington, London.

Sept. 10-12: First annual meeting of Association of Radio News Editors and Writers, Sherman Hotel, Chicago.

Sept. 18-27: International Radio-Television Exposition under auspices of S.P.I.R., Palais de Foire, Lyons, France.

Oct. 21-22: American Ass'n of Advertising Agencies Pacific Coast Convention, Hotel Del Monte, Del Monte, Cal.

Oct. 27-30: Annual meeting of Association of National Advertisers, The Homestead, Hot Springs, Va.

Nov. 1: Inter-American Radio Conference, Havana.

Dec. 8-12: Eighth Annual International Radio Club Party, Havana.

Feb. 1, 1938: International Telecommunications Conference, arrangements being made by General Manager of Egyptian State Railways, Telegraphs & Telephones, Cairo, Egypt.

April 4-14, 1938: World Radio Convention Engineers (Australia), Sydney, Australia.

April 20-30: National Electrical and Radio Exposition, Grand Central Palace, New York.

April 28-30, 1938: American Ass'n of Advertising Agencies 21st annual meeting, The Homestead, Hot Springs, Va.

... Radio's own daily newspaper modestly presents a series of 100 unsolicited testimonials as to what Radioland thinks of RADIO DAILY.

WOR

New York City

"... You are certainly doing a grand job with the news in RADIO DAILY. You are certainly digging up the hot ones from day to day."

Theodore C. Streibert
Vice-President

WHBF

Rock Island, Illinois

"... I have been following RADIO DAILY with great interest and I am sure it will prove very valuable to the industry."

John W. Potter

RADIO TECHNIQUE

New York City

"... RADIO DAILY is a great little paper, and it has a big future ahead of it."

George Marshall Durante
Director

... RADIO DAILY is six months old. It is growing fast. It already has the confidence of a great progressive industry. Watch RADIO DAILY.

GUEST-ING

MRS. F. BRITTEN AUSTIN, wife of British novelist, on "Let's Talk It Over," Aug. 16 (NBC-Blue, 3:30 p.m.).

FIFI DORSAY and AL BERNIE, on "Broadway Melody Hour," tonight (WHN-WOR, 8 p.m.).

IDA LUPINO, on George Fischer's "Hollywood Whispers," Aug. 14 (Mutual, 10:15 p.m.).

GRACIE BARRIE, on Ben Bernie's American Can program, Aug. 17 (NBC-Blue, 9 p.m.). VIOLA PHILO, same program, Aug. 24. Both set by Herman Bernie.

BUNNY BERIGAN and orchestra, on "Saturday Night Swing Club," Aug. 14 (CBS, 8 p.m.).

JOAN EDWARDS, with Al Roth's orchestra, on "Contrasting Melodies," Aug. 16 (NBC-Blue, 9:30 p.m.).

W. C. HANDY, guest of "FNT," Aug. 13 (WBIL, 2:15 p.m.).

SHAW and LEE, on Al Pearce program, Aug. 17 (CBS, 9 p.m.).

DEL CASINO, on Mark Warnow's "Blue Velvet Music," Aug. 17, 8 p.m.).

JEANNINE MACY, balladist, on "Universal Rhythm," Aug. 15 (CBS, 9 p.m.).

MAUDE RUNYON, contralto, and FREDERIC BAER, baritone, on Columbia Concert Hall, Aug. 17 (CBS, 3:30 p.m.).

JOHN TASKER HOWARD, composer-author, on "Sunday Morning at Aunt Susan's," Aug. 15 (CBS, 9 a.m.).

NASHVILLE

Jack M. Draughon, co-owner of WSIX, Nashville, spent several days in New York recently.

Jack Howard, president of Scripps-Howard Radio Inc., stopped off here for a business conference with radio station heads. While in Nashville he was a guest of E. B. Stahlman, Jr., official of Nashville Banner.

S. A. Cisler, station director of WSIX, spent the week-end in Memphis.

Frank Fottrell, former salesman on the WSIX sales force, has left the Nashville station to become affiliated with WHBQ, Memphis, in a sales capacity.

ONE MINUTE INTERVIEW

OZZIE NELSON

"Probably no phase other than popular music has been influenced more by radio than the dance. Millions of loud speakers throughout the land have trained dancers in the new modes. The public adapts its dance style to the new musical vogues, which radio introduces. I believe this is standardizing social dancing in this country and changing it from past peculiarities of sectionalization. And it might be the beginning of the end for the waltz."

★ Coast-to-Coast ★

TELL a kid he can't have candy and he'll stunt his growth trying to get an all day sucker. At least that is the observation of Bob Chase, better known to radio listeners as the skipper. Bob is now serving his eighteenth month as the Skipper of "Dawn Patrol" at WIL, St. Louis. "Dawn Patrol" is an all night affair six nights a week that caters to telegraph and mail requests for favorite platters, and has an audience that is national in scope. The Skipper made the mistake of playing several discs by the late Russ Colombo and Van and Schenk. He was flooded with requests for more of the same. Chase has explained many times that these records are played out as well as out-dated and cannot be replaced because both Colombo and Schenk has passed away. It doesn't work, though; they still want to hear them. Bob has also observed that because of the sudden swing to Hawaiian music, it is necessary to check the WIL vertical radiator each four a.m. to be sure it hasn't sprouted into a palm tree.

Al Pearce and Birt Fisher, manager of KOMO, Seattle, has been spending some of their vacation time fishing off San Diego.

"Midnight Matinee," a regular feature on Seattle's KOL schedule from 12 Midnight to 1 a.m. has an audience extending from Alaska to California. This fact is indicated by the fan mail received every day. The program, conducted by Alan Botzer, is made up of transcribed dance music and the latest news flashes. "Midnight Matinee" has been a regular feature over KOL for two years.

Stanley Altschuler, foreign program director for United Broadcasting Co. stations, WHK-WJAY, Cleveland, is teaching Dick O'Heren, Irish tenor heard on WJAY's Irish Cultural Program, the words of several Jewish songs. Dick is practicing the traditional "Eli-El" and other Jewish tunes for a special show coming up in the near future.

Muncie, Ind.: "It's A Fact," newest program to hit the airlines, is based on oddities of all nature and is handled by Ottis Roush, chief announcer . . . Combs Blanford, staff announcer, has resigned and goes to WKBV Richmond, Ind., as head of local sales . . . Robert (Bob) Ebert, staff announcer, sporting a West Virginia curlieque on his upper lip which is the envy of the station's entire personnel . . . Earl Kirk, auditor, threatening to be bare-faced for the first time in 35 years as a result of Ebert's mustache . . . Donald Burton, owner of WLBC, has been supervising all broadcasts from WLBC studios during the Greater Eastern Indiana Muncie Fair . . . Bill Craig, commercial manager, took a hand at announcing during the fair

week . . . Fred "Packhorse" Ayer, merchandising director, had charge of all publicity during the fair week for WLBC . . . Don Russell, local salesman, is now a television fan after seeing the "peep" shows at the fair . . . Francis "Jake" Higgins, special events announcer, interviewed "Blimp" Levy of Boston, 625-pound wrestler . . . Ed Pierre deMiller, news commentator, starts vacation this week.

Henry Hull in next Monday night's presentation of the Eugene O'Neill play, "Where the Cross is Made," over NBC-Blue network at 9:30-10 p.m., will be supported by Parker Fennelly, Helen Choat and Robert Strauss.

Ray Howell is slated to be manager of the new Yakima, Wash., station for which Shirley Parker has asked FCC permission.

WCHS, Charleston, W. Va.: Mortimer C. Watters, network director of the West Virginia Network, whose key station is WCHS, recently became the father of a girl. He is now on a New York trip . . . Gene Ferguson, business manager, is back from a Louisville vacation. While away, Gene, who emceed the weekly "Old Farm Hour" jamboree program, celebrated a birthday.

WSPD, Toledo: Robert Evans, announcer, was married Sunday in Akron to Irene Osborn, former vocalist with Maury Sherman's orchestra . . . Elsa Clement, lyric soprano, has joined the staff . . . Reta Ray of WSPD, Toledo, has returned from her Texas home and will be heard over the air at 4:30 p.m. each weekday afternoon except Thursday . . . Harold Betts ("Romantic Bachelor") has left for a stay in New York . . . Ruth Landwehr, often heard in sketches from WHIO, Dayton, made her debut with the WSPD Players in "The Ghost of Sioux Creek."

WESG, Elmira: "Day Dreams," a new live show, has resulted in an abnormal mail reply. Program, by remote from a local theater, features Harry Springer, organist; Edwin Frost, violinist and John Newhouse, reader. It's heard Monday, Wednesday and Friday at 9:15 a.m. . . . Hal Wagner, program director, caught the CBS "Saturday Swing Session" while spending part of his vacation recently in New York . . . Leo Bolly, formerly with WESG and now doing sports for Tydol at WGY, Schenectady, and WFBL, Syracuse, dropped in to pay his former associates a visit while here on vacation.

KLZ, Denver: Tom McClelland, chief engineer, hopped a plane for a visit with old buddies in his native

★ F. C. C. ★ ACTIVITIES

APPLICATIONS RECEIVED

CBS, New York. CP for high frequency station on 31100, 346000, 376000, 40600 kc., 15 watts, unlimited.

Platt & Platt Inc., Poughkeepsie, N. Y. CP for station on 1310 kc., 100 watts, 250 watts day, unlimited, amended to 1000 kc., 1 kw. day, to local sunset at WHO.

Cadillac Broadcasting Corp., Detroit. CP for station on 1140 kc., 500 watts power, daytime operation.

H. W. Wilson & Ben Farmer, Wilson, N. C. CP for high frequency relay station on 38900, 39100, 39300, 39500 kc., 10 watts, unlimited.

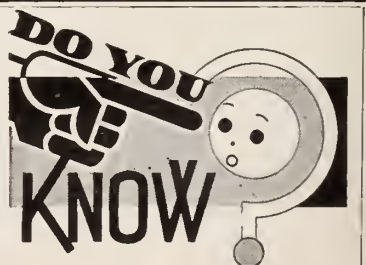
Valley Publishing Co., Harlingen, Tex. CP for station on 1200 kc., 100 watts, 250 watts day, unlimited.

Intermountain Broadcasting Corp., Salt Lake City. CP for high frequency stations on 150000, 200000, 250000 and 300000 kc., 5 watts, unlimited.

Kansas City . . . Bob Jensen, former studio chief engineer, has gone to Chicago as an NBC field man . . . Replacing Jensen at the studio is Ralph Sargent, who finds his transmitter spot occupied by Les Waterman, newcomer . . . Back from a vacation to points west is Henry Riblett to relieve Harvey Wehrman, who will depart for Chicago and Lake Michigan for two weeks . . . Fred C. Mueller, salesman, headed for Oklahoma City for vacation . . . Frank Quinn, commercial manager, back from lower California and points north . . . Bob Bradley is back from a fling on CBS as guest star of "Heinz Magazine" . . . Wes Battersea, production manager, has joined Raymond Keane Agency. Is still heard on his street broadcasts, however, as well as answer man for the "Infallible Pair" . . . Les Weelans returns as musical director after six weeks in Salt Lake City.

Jack Simpson, former NBC Chicago page, joins the announcing staff of WJDX, Jackson, Miss., on Friday. Simpson is the sixth graduate of the NBC announcer's school, conducted by Everett Mitchell, to be placed in an announcer's post.

WNEW has invited listeners who really liked the study of Shakespeare in their school days to attend their "Shakespeare a la carte" program. Listeners will choose their favorite passages and read them over the air. Broadcast is heard Saturdays at 8:15-8:45 p.m.



Maestro Ray Block always buys stock in the company for which he is doing a program.



RADIO DAILY

Serving the Better Interests of Commercial Radio and Television



VOL. 2, NO. 30

NEW YORK, N. Y., THURSDAY, AUGUST 12, 1937

FIVE CENTS

Trend to Bigger Networks

WHN-ARTA CASE HEARD BY BOARD IN WASH'N

Oral argument was heard in Washington on Tuesday before the National Labor Relations Board in the case involving WHN and the ARTA. The hearing is the result of a prior one held in New York before an NLRB examiner, when decision was reserved. Louis K. Sidney, Herbert L. Pettey and Irving Greenfield, attorney, attended the hearing for WHN.

Case involves a jurisdiction argument between the ARTA, a CIO unit, and the American Federation of Labor, with WHN regarded more or less in the middle on the labor situation.

Approve Nominations For Radio Union Board

Actors Equity Ass'n and other groups affiliated and interested in the American Federation of Radio Artists, has approved the nominations for the national board of 40 chosen from the ranks of the various organizations.

It now remains for the International Board meeting of the Association.

(Continued on Page 3)

Set Dallas Conference On School of the Air

Dallas—Furthering the program for a school of the air in Texas, a radio institute will be held Aug. 16 at the geology building, University of Texas, according to Mrs. J. C. Vanderwoude, State chairman of the radio education.

(Continued on Page 3)

Catholic Radio Expo

Paris—La Central Catholique de la Radio will hold its first international congress and radio exposition July 15-18 at the Salle du bon Conseil. Catholic prelates from all over the world will be invited to participate. Purpose of the congress is to encourage morality by medium of the airwaves.

Love's Labor Lost

Chicago—After almost a year of auditions, Standard Oil Co. of Indiana has dropped its plans for a radio show this fall.

Reason given for the decision was that no suitable network time on a regional web could be found.

"LUX RADIO THEATER" ADDS CANADA OUTLETS

Lever Bros. has signed CKAC, Montreal, and CFRB, Toronto, for its "Lux Radio Theater" program which resumes on CBS Sept. 13, 9-10 p.m. Network now totals 58 stations. J. Walter Thompson Co. has the account.

Victor Arden's Band For New Chevy Series

Victor Arden's orchestra is understood to be set for the next series of transcriptions in behalf of Chevrolet. Dave Rubinoff and Gus Haenschen made the previous waxings. Campbell-Ewald is the agency.

Dallas Bouts on NBC

A blow-by-blow description of the Pan-American boxing championships will be broadcast from Dallas over the NBC-Blue network at 10-11 p.m. on Saturday. Hal Thompson, well known southwest sports announcer, will report the bouts for NBC.

Senate Body Approves Broadcasting Inquiry

WBRC Boosting Rate On Joining NBC Net

Birmingham—WBRC's new rate when it joins NBC on Jan. 1 will be \$160 per hour. Station is now associated with CBS and the rate is \$150. CBS is dropping WBRC in order that it may take WAPI, in the same town, in which CBS owns a 45 per cent interest.

More Extensive Lists of Stations Being Used by Large Time Buyers on CBS— Night Shows Average 75 Outlets

DELAY LICENSE ACTION ON OFF-AIR RECORDINGS

Negotiations for working out a license agreement for the off-the-air recordings between the Music Publishers Protective Ass'n and the recorders have come to a halt and will be held in abeyance until after the AFM settlement with the ET manufacturers and broadcasters.

The off-the-air recordings concerned are those merely taken down during rehearsals or from a network show for reference and file work.

(Continued on Page 3)

ARTA Changes Its Name In Expansion Movement

The American Radio Telegraphists Association, the CIO union, at its national convention being held at the Hotel Edison voted to change its name to American Communications Ass'n. Union plans to launch a drive to enroll telephone workers.

NBC Director Dies

Frederick Strauss of the banking firm of J. & W. Seligman & Co. and a member of the board of directors of NBC, died yesterday.

Trend toward bigger networks, currently and for fall commitments, reaches the unprecedented high average on CBS for nighttime shows of 75 stations, based on 26 shows using 50 or more outlets. Daytime average on seven shows using 50 or more outlets is 61 stations.

Leading the web time buyers in point of a large network is Chevrolet, which starts this fall with 97 stations. Ford Sunday evening "Universal Rhythm" follows up with 95, while Chesterfield is using 94 on both the Wednesday and Friday shows. With changes scheduled on Sept. 11, when the current Ford Sunday night show shifts back to Saturday and the Sunday concerts return, Ford will have two webs of 93 stations each plus the 95-station hookup each week.

Newcomer in Coca Cola fattens the station average with 93 outlets, while Vick Chemical Co., now lining up its stations will definitely use a web well above the 50 station mark. For purposes of striking an average, the Vick show was not included in the figures, but the Gillette Safety Razor show (leaving the end of the month) was used. Several other CBS shows

(Continued on Page 7)

Richfield Oil Program May Extend Eastward

Richfield Oil & Gas program starring Olsen and Johnson, now heard on a Pacific Coast NBC network, will probably be extended to the east in October. The agency is Hixson-O'Donnell, Inc., Los Angeles.

Park Service Squawk

Arthur E. Demaray, acting director of the U. S. Department of Interior, National Park Service, has written radio stations asking them to eliminate the use of material in scripts which might prove disparaging to National Parks and monuments. Murder mystery plays have been using the park locales too much for their blood and thunder, says Demaray.

By PRESCOTT DENNETT

RADIO DAILY Staff Correspondent

Washington—Acting on direct request of Chairman Burton K. Wheeler, fresh from his victory over new deal administration forces in Supreme Court battle, the Senate's powerful Interstate Commerce Committee in executive session yesterday voted to report favorably to the Senate the pending White resolution

(Continued on Page 3)



Vol. 2, No. 30 Thurs., Aug. 12, 1937 Price 5 Cts.

JOHN W. ALICOATE : : : Publisher

DON CARLE GILLETTE : : : Editor

MARVIN KIRSCH : : : Business Manager

Published daily except Saturdays, Sundays and Holidays at 1501 Broadway, New York, N. Y., by Radio Daily Corp. J. W. Alicoate, President and Publisher; Donald M. Merseur, Treasurer and General Manager; Chester B. Bahn, Vice-President; Charles A. Alicoate, Secretary; M. H. Shapiro, Associate Editor. Terms (Post free) United States outside of Greater New York, one year, \$5; foreign, year, \$10. Subscriber should remit with order. Address all communications to RADIO DAILY, 1501 Broadway, New York, N. Y. Phone Wisconsin 7-6336, 7-6337, 7-6338. Cable address: Filmday, New York. Hollywood, Calif.—Ralph Wilk, 6425 Hollywood Blvd. Phone Granite 6607.

Entered as second class matter April 5, 1937, at the postoffice at New York, N. Y., under the act of March 3, 1879.

FINANCIAL

(Wednesday, Aug. 11)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Am. Tel. & Tel.	170 1/4	170	170 1/8	+ 1/8
CBS A	29 1/4	29	29	- 7/8
Crosley Radio	18 1/2	18 1/2	18 1/2	...
Gen. Electric	57	56 1/4	56 3/4	+ 1/8
North American	27 1/2	27	27	- 3/8
RCA Common	10 7/8	10 1/2	10 5/8	- 1/8
RCA First Pfd.	71 1/4	70 1/4	70 1/4	- 1 5/8
Stewart Warner	18 5/8	18 1/4	18 3/8	...
Zenith Radio	37	36 1/2	36 7/8	- 1/8

NEW YORK CURB EXCHANGE

Hazeltine Corp.	16 1/8	16 1/8	16 1/8	+ 1/8
-----------------	--------	--------	--------	-------

OVER THE COUNTER

	Bid	Asked
Stromberg Carlson	123 3/4	133 3/4

Minor Wilson Joins NBC

Springfield, Ill.—Minor Wilson, former chief engineer at WCBS here, is now on the staff of NBC at the Chicago studios, WENR and WMAQ.

Coming to WCBS from KPRC, Huston, and KXER, Mexico, Wilson was affiliated with the local station for some two years. During that time the station accomplished several technical improvements under his guidance, principal among them being the change from 1210 to 1420 kilocycles, giving the station a clearer channel on which to operate, the installation of the new vertical antenna, and improved high fidelity transmitter.

Don Burichter, second in charge during Wilson's regime, takes over the position of chief engineer at WCBS.

Stanley M. Soule Dead

Twin Falls, Ida.—Stanley M. Soule, 28, radio technician and builder of KTFI here, died recently.

DON KERR

Master of Ceremonies
WMCA
Fox-Fabian Amateur Hour
General Mills Sports Parade
Fox-Fabian Professional Parade

Versatile Staff Solves Music Problems

Danville, Va.—WBTV, local independent station without any network program source, has never depended much on records or transcriptions for its musical programs. For seven years, besides finding and developing good local talent, the station has maintained a staff concert trio and two staff pianists.

The plan under which these professional musicians have been maintained has saved the station a great deal of money. Its violinist, a former theater and symphony orchestra player of wide experience, is a regular staff announcer at WBTV. Its 'cellist, also a former theater and symphony orchestra man, is the station's program manager and chief announcer. One of the staff accompanists does musical duty during the night hours and conducts the various women's programs in the morning hours, selling her own commercials. The other staff pianist—a swell popular singer—does musical duty during the day and is also a very efficient stenographer, typist and clerk.

By adding a few local instrumentalists and singers, the staff group is augmented to a concert ensemble for certain programs. Another of WBTV's staff announcers is a top-notch "crooner" with an exceptionally fine voice and personality. His song programs have a large following.

Under this plan of picking good musicians who can double other duties, WBTV has been able to provide itself with the services of professional musicians without the burden of an over-large staff.

Famous One-Act Plays In Series Over WNYC

To take the place of its anti-war series, "We, the Living," which is going under World Peaceways auspices as a full hour show starting Sept. 2, WNYC will present a series of famous one-act plays, starting with "Chatterton," by Henry Arthur Jones, tomorrow at 8:15-8:45 p.m.

On Friday the WNYC Radio Playhouse Acting Co. will present "The Adding Machine," by Elmer Rice, as the second play in its series of 75-minute dramas, with Ted Cott directing and appearing in the cast, which also includes Jane Hoffman, Joseph Berger, Ruth Travers, David Koser and Arthur Irving.

"Once in a Lifetime," the Kaufman-Hart satire, will be offered Sunday at 12-1 p.m., with Jane Hoffman, Price Burlingame, Ruth Travers, Philip Nadel, Violet Cashwan and Cott again in a dual capacity.

Airing Gold Cup Regatta

The Gold Cup Regatta, speed boat races, will be broadcast over MBS on Sept. 4 at 2-3 p.m. and Sept. 6 at 2:15-2:45 p.m. and 5:30-6 p.m. Steve Douglas and Joe Gentile of CKLW, Detroit-Windsor, will handle the broadcasts.

Radio Set Prices Up

RCA, General Electric and Philco have notified their dealers via telegraph that a boost in receiver prices will be made shortly. Zenith has already announced \$2.50 to \$10 increases on its sets. Increases are necessary to offset the higher production costs, the companies state.

A. J. Drenne to Collect

A. J. Drenne Co., Toronto, will collect the commissions on CKAC and CFRB being added to the CBS International Silver program. Young & Rubicam collects the domestic station commissions.

"Lawrence of Arabia" Readied as Air Series

"Lawrence of Arabia," series of scripts based on a play of this title written in 1935 by Mary K. Brookes, is being considered by a national oil and gasoline account for a network program starting after the World Series baseball games are over, approximately between Oct. 15 and Nov. 1.

Account is desirous of having Ronald Colman do the lead, on live talent show, planned for 26-week run, and so far has been negotiating direct.

"Parade" Temporary Sustainer

Mutual will air the "Passing Parade" with John Nesbitt for four weeks as a sustainer in cooperation with World Peaceways Inc. First show will be heard Sunday at 12 midnight. Show becomes sponsored by Duart Sales on Sept. 12 and will be aired at 8-8:15 p.m.

Bob Burns for Dallas Expo

Dallas—Bob Burns has been engaged for an appearance at the Pan-American Exposition here, tentative dates being Sept. 18-19. Announcement was made by George Preston Marshall, director of the Pan-American Casino, following negotiations with Paramount.

Georgie Price Picks Cast

Georgie Price has engaged Vivian Ruth, blues singer who was with Leo Reisman at one time, and The Key Men, quartet, for the cast of his "Passing Show of the Air," which starts a WOR-Mutual series on Sunday at 7:30-8 p.m. The orchestra will be under the direction of Morton Gould.

Jimmy Blair Married

Walter "Buddy" Blaisdell, known on the air as Jimmy Blair, vocalist on the Packard summer show, was married a few days ago to Mary F. Burnett, who flew to the coast from Malden, Mass.

COMING and GOING

LOUIS K. SIDNEY of Loew's Inc. and WHN went to Washington yesterday to attend the labor hearing before the National Labor Relations Board.

HAL MAKELIN of WIND, Gary, Ind., is in town.

LUCILLE MANNERS is summering at Point Lookout, L. I.

GEORGE SCHOTTLER of Remick leaves tomorrow for a two-week stay in Maine.

CLEM McCARTHY returns to Boston this week-end for another airing of the Constitutional Handicap via NBC-Red. He was there last week for a similar reason.

JOHN A. HOLMAN, general manager of WBZ-WBZA, Boston, in New York on business.

JOE RINES left yesterday for Springfield, Mass.

JOHN C. TREACY, assistant script supervisor of Star Radio Programs, arrived back in town yesterday after a Canadian motor trip.

WINI SHAW returned to New York from Saratoga yesterday.

EDDY DUCHIN leaves for Chicago today.

NILES TRAMMELL and FRANK RUSSELL, NBC vice-presidents, are in town.

FRED WEBER, MBS general manager, returned to his office yesterday after Chicago trip.

RAY GORRELL and DELL DELBRIDGE flew in yesterday from Detroit to confer with Charles E. Green, president of CRA.

BILLY SHAW of the CRA office in New York, leaves today for a two-week Southern business tour.

MARTIN GOSCH, who resigned his post as arbiter of radio at Warner Bros. studio to represent several radio names in a business capacity, is en route East by auto and plans to stop over in Chicago for agency confabs.

"Ave Maria" Special Broadcast

"Ave Maria Hour" next Sunday will feature the colorful pageantry of The Feast of The Assumption, in a special outdoor broadcast from the grounds of Graymoor, over WMCA at 6:30-7 p.m. The dramatization will feature the lives of four Saints, and their shrines in Italy, France, Ireland and Mexico. Actors in the drama will wear the costumes of the times and country portrayed.

An augmented choir and symphonietta orchestra under the direction of Alfredo Antonini will provide music, while a cast of radio and Broadway stage notables will be heard and seen in a special script prepared by Harold Warwick. The production will be staged and directed by Charles La Torre, under the supervision of The Rev. Francis Anselm.



Greetings from Radio Daily

August 12

Cecil B. DeMille

Gus Van

Al Goodman

Leonard Joy

Frank Ross

DELAY LICENSE ACTION ON OFF-AIR RECORDINGS

(Continued from Page 1)

Copyright owners wanted Harry Fox, general manager of the MPPA and agent and trustee in collecting transcription music license fees, to establish their property rights in the matter and set a nominal fee for future protective purposes.

Approve Nominations For Radio Union Board

(Continued from Page 1)

ated Actors & Artistes of America to voice final approval. At a meeting this afternoon, the formality of giving the AFRA its charter may or may not come about. AFRA will be on its own once the charter is formally handed over, giving it jurisdiction over the entire radio field.

Set Dallas Conference On School of the Air

(Continued from Page 1)

tion conference. Among the addresses scheduled are "Use of Radio in the San Antonio Schools," by Thomas Portwood, and "Why Radio in the Classroom," by B. H. Darrow, director of the Ohio School of the Air. Examples of broadcasts for the schoolroom will be given.

WBAL Feeds NBC

Baltimore—A broadcast dealing with the construction of flying Clipper Ships, brought directly from the factory of the makers of the famous China Clippers, will be heard over WBAL in an exclusive program from Middle River, Md., today at 2-2:30 p.m. Broadcast will be fed to the NBC-Blue network. Brad Bradley will do the interviewing and the description work.

GUEST-ING

NANCE O'NEILL, LUCY MONROE, CLYDE BARRIE and JOHN HENDRICK, on "Hammerstein Music Hall," Aug. 20 (CBS, 8 p.m.)

DR. HANS KINDLER, conducting Columbia Concert Orchestra, Aug. 19 (8 p.m.)

CORNELIA OTIS SKINNER, on "Sealtest Sunday Night Party," Aug. 15 (NBC-Red, 10 p.m.)

TODD DUNCAN and EVA JESSYE and Her Choir, on Ben Bernie American Can program, Aug. 31 (NBC-Blue, 9 p.m.). GREGORY RATOFF and CONNIE BOSWELL, on same program, first of this series from Hollywood, Sept. 7. Both deals set by Herman Bernie.

KAREN KEMPEL, on the Al Roth show, Aug. 16 (NBC-Blue, 9 p.m.).

MADGE MARLEY, on "Hollywood Show Case", Aug. 21 (CBS, 9:30 p.m.).

NEW PROGRAMS—IDEAS

Midnight Dance Party

One of the most popular sustaining features ever scheduled over WBT, Charlotte, is the "Midnight Dancing Party," which has been on the air little more than a month and has drawn mail and telephone calls, plus telegrams, from nearly every state in the union and Canada, Mexico and Cuba. On one night recently two telephone calls came from points as far apart as Jacksonville, Fla., and Montreal, Canada. Besides these two, there were nine others none of which came from North Carolina.

The appeal of the "Dancing Party" lies in its informality and cordiality and in the friendliness of the announcer who is acting as master of ceremonies. A telephone line has been run into the transcription studio and, as each call comes in, the announcer answers the phone and sometimes holds the receiver close to the microphone, giving the unseen audience a chance to hear what the caller is requesting.

A letter from one who said he listened every night said that he was having a date with his best girl more than a month from the time the letter was dated and would the announcer, please sir, play a very sentimental song for him. It would help him a lot if he would dedicate the song to the girl and tell who requested it, because she seemed to like another fellow better than she did the writer.

The "Dancing Party's" master as yet has no formal title but some have suggested that The Dixie Night Watchman, or the Dixie Bandmaster, would be excellent titles for the gentleman who presides each night.

WOPI "Auction Campaign"

A novel program is the recently initiated WOPI, Bristol, feature known as the "Auction Campaign" W. A. Wilson, vice-president and general manager, reports 24 local concerns have already contracted for eight weeks on this show. Two 15-minute periods are devoted to a Roll Call of the participating firms, in addition to interspersing local news items throughout the broadcasts.

Then on every Monday, Wednesday and Friday evenings, three quarter-

hour shows are devoted to the actual Auction Sale at which time one article is put up for the highest bidder. After the merits of the product are described, the audience is advised to mail in their bid, with the winner announced on the following auction sale program.

The tie-up is the necessity of the winner to bring in the amount of his bid in Auction money, which he can only obtain from visiting any of the 24 firms sponsoring the auction.

"Trouble Shooters"

"Trouble Shooters," conceived and presented by John K. Moses and Bud Sweeney, of WHKC's continuity staff, whereby listeners are invited to submit "pet peeves," favorite recipes, complaints of all nature, and any other interesting information, is gaining wide popularity among early morning listeners. "Trouble Shooters" also co-operate with Columbus Police Department in warning listeners of faulty street lights, dangerous crossings and other traffic problems.

WBTM Expands Newscasts

WBTM, Danville, Va., long a subscriber to Transradio Press by short-wave, recently installed Transradio Teletype and is now giving its listeners an impressive schedule of newscasts hourly throughout the day and night. These are 5-minute newscasts with the exception of one morning, one noon and one night newscast which are 15-minute periods for resumes. WBTM's listening audience is enthusiastic about this news schedule.

Automobile Auction

Novel and entertaining is an automobile auction broadcast over KFOX, Long Beach, Cal., each Monday, Wednesday and Friday evening. Repossessed cars and overflow stocks which have become a drag on various finance companies are put on the block for the highest bidder. A fast talking auctioneer who puts seven automobiles across the board in fifteen minutes of broadcast makes the program swift moving with many laughs.

kind of trite dialogue and advertising talk that he writes for the other shows, thus continuing the similarity.

"As soon as sponsors realize that the public is hungry for new ideas that can only be supplied by fresh fingers pecking away at the typewriter keys, then, and only then, will radio emerge from the mudhole of mediocrity into which it is slowly settling."—JOHNNY HAUSER.

In the heart of Radioland—Hollywood's
most modern transcription studios

THE AEROGRAM CORP.
"from script to disk"
1611 Cosmo St. Hollywood

SENATE BODY APPROVES BROADCASTING INQUIRY

(Continued from Page 1)

providing for a sweeping radio study and investigation.

RADIO DAILY was advised at Senator Wheeler's office that the committee voted to report the resolution "with very little if any controversy." No expert witnesses were called in to testify, it was said.

The measure provides for an allowance of \$25,000 to be expended by the special probing committee. Number of the investigatory committee will be set at the discretion of Chairman Wheeler when and if the Senate formally passes the measure.

Senator White left the Senate floor in the afternoon to reiterate to RADIO DAILY that he still hopes for senate action on his resolution to permit "summer-fall study" before second session convenes in January. White added he would not press for full Senate vote until early next week, when he will hold a special conference with Chairman Wheeler.

The Senate Committee action seized the radio spotlight on Capitol Hill from the House side, where the Connery resolution has been bottled within the Rules Committee all session despite bombastic speeches by a group of congressmen led by McFarlane of Texas and Wigglesworth of Massachusetts.

A sizeable group of new dealers would prefer that President Roosevelt appoint a "star iron man" to the FCC chairmanship rather than have the Commission undergo a senatorial probing. They point to possible embarrassments due to the Roosevelt family's interest in radio.

Wheeler is recognized as one of the leaders of senate bloc agitating for FCC-radio-newspaper "clean-up."

In event rush of adjournment of Congress forestalls senate action on White resolution this session, the committee report will hold over to the January session.

NAB Managing Director James W. Baldwin declined to comment on the Senate Interstate Commerce Committee action.

Writing for

**EAST COAST
RADIO FEATURES LIMITED,**

Harry S. Miller
Milt Francis
Harry C. Green

Hugh C. Ernst James B. Underwood
President General Manager
BRyant 9-4268-9 71 W. 45th St., N. Y.

PROGRAM REVIEWS

"Second Husband"

This show, formerly heard over NBC but now on CBS is the regular tried-and-proven type of script program which the Blackett-Sample-Hummert agency uses for most of the accounts in the house. Story deals with Brenda (Helen Menken), a once-married girl from Montana who comes to New York and marries a rich man named Bryant Cummings (Joseph Curtin). Second episode of new CBS series told of trouble with a dress manufacturer who formerly employed Brenda as a designer plus a woman who was spreading false gossip about the marital life of the Cummings menage.

Menken and Curtin do a good job with the fast moving script. Program is designed to reach the mass population who are in the main good prospects for Bayer aspirin, the product advertised.

Script builds up to a climax and signs off leaving the listener anxious to listen to next week's version. Air Features Inc. produced. Show is heard Tuesdays at 7:30-8 p.m.

SAN FRANCISCO

Bob Stevens, local KPO singer, gets his big chance today on the "Showboat" show, replacing Jack Haley. 'Tis said Meredith Willson, program's maestro, who like Stevens' voice, went to bat for him. It may be permanent, if Bob pleases.

Beryl Cameron is slated to replace Betty Kelly on "Woman's Magazine of the Air," while Betty warbles on KPO and KGO evening shows.

Starting Aug. 24, the Jack Moyles "Silhouettes" will be heard over KSFO, KNX and the full Pacific CBS net.

Bob Roberts, KYA manager, is now an Elk.

Vacationing from KYA are Paul Schulz, chief engineer, and Josephine Avis, program department.

KGGChatter: S. H. Patterson, mgr., on a business trip to Colorado Springs, his home town . . . Bill Grove, chief technician, sitting in as exec . . . Shirley Shane is back from a Yosemite vacation and has resumed her "Feminine Parade".

KROW Items: Mice nesting in the main power transformer short circuited it Saturday morning putting the station off the air for an hour and 23 minutes. . . Scott Weakley, prod. mgr., went fishing in his boat Sunday, in San Francisco Bay, fell asleep, found boat on a mudflat and had to wait hours a high tide to lift him off . . . A 40-voice mixed Negro choir called the "Spiritual Serenaders" debuted Monday night with Marcus Hall, as soloist.

Zella Layne, NBC songstress, leaving the staff to devote all her time to singing with the Ellis Kimball's band at "Topsy's Roost." Also leaving is Dick Newton, pianist and vocalist,



● ● ● Bobby Breen has divorced himself from Eddie Cantor's wing and won't return to the nets with Banjo-eyes! . . . Elmer White has resigned as professional manager for Robbins thus starting the "Big Parade" and will take over the same title for Popular with Murray Wize moving over to the mother-firm, Famous, where Sid Kornheiser becomes general manager. . . . Jack Benny's return date is Oct. 3. . . . Willie Howard with Will Osborne's band and Ed Smalle's "Seven G's" auditioned for a sponsor yesterday. . . . Mary Small with her "Junior Revue" starts as an NBC sustainer the 18th. . . . Gracie Barrie substitutes for Vincent Lopez on the Ben Bernie show. . . . Ray Perkins may not know it but he's to sign this week for transcriptions by N. W. Ayer. . . . Al Shayne walked out of the Pavillon Royal. . . . The NBC wire has been yanked out of the Steel Pier. . . . This is the first of a series of wire-yankings. . . . Sheila Barrett will be the first name to re-open the Boston Mayfair, Sept. 15. . . . Jack Osterman returns to "Hammerstein Music Hall" next month for a repeat within two months. Ralph Wonders asked Jack why he was appearing on the Benny Davis MBS show Sunday. To which Osterman replied: "Just to say 'hello' to 'Margie'!"

● ● ● In spite of the volume of business and correspondence which comes his way as president of KFOX, Long Beach, Cal., Hal Nichols has no desk and no private office. . . . His desk is his lap—his office is whatever section of the studios may be vacant at the moment. . . . Nichols goes on the theory that efficient routine does not necessarily need the pomp and circumstance of upholstered furnishings and placarded walls.

● ● ● Don't tell anyone that we said Casa Loma follows Phil Napoleon into the New Yorker! . . . Raymond Paige will definitely double between Hollywood Hotel duties and baton-wielding on Packard. . . . Nyra Nash is set for a fall show sponsored by a food concern. . . . Blue Birds will be signed by NBC. . . . Lanny Gray of Lucille and Lanny—is a Benedict—secretly! . . . Ruth Denning is at the Mirador. . . . Ray Heatherton goes commercial after Labor Day preceding the Vallee Hour. . . . Jerry Blaine is having his arrangements "streamlined" next week. . . . Mark Warnow is misbehaving with his boat. . . . Ted Hammerstein has developed a great mike personality in his recent airings. . . . What was that private conference at the Rockwell-O'Keefe office the other day?

● ● ● Catching the ball before it bounces seems to be the aim down at WRTD, Richmond, Va., judging from their show last Saturday in which announcer Bob Ehrman interviewed five youths who had just returned from a 8,500 mile trip. . . . Upon hearing that the boys, ranging from 15 to 17 years, had returned in their antiquated station wagon which cost them \$80, WRTD's staff got busy and arranged to have the boys air a description of their experiences during the journey. . . . The idea was conceived and aired within four hours—the show itself occupied a half-hour. . . . The boys told of what happened in Mexico, Los Angeles and Hollywood with one chap saying he was "disappointed in Joan Crawford". . . . Why?

who returns to his home in Reno.

NBC gets the "University Explorer" program exclusively. Formerly Don Lee, it gets three weekly night spots on the Blue net.

Bill Bowen, NBC technician, back at work after a six-month leave of absence caused by ill health.

Sam Dickson is producing "Gloria Gale" serial, now that Michael

Raffeto is with "One Man's Family" in H'wood.

Van Fleming is handling the Martha Meade and Hazel Warner program production.

The Williams Sisters bow off "Carefree Carnival" Satdee, head east immediately. Don Stuart, comedian on same show, gets his two-week offing after tomorrow.

NEW BUSINESS Signed by Stations

WCKY, Cincinnati

Sherwin-Williams Co., participations on "For Women Only," five times weekly, 52 weeks, through T. J. Maloney Inc., N. Y.; Bartlett Pear Advisory Board, 14 spot announcements, through J. Walter Thompson Co., San Francisco; The Anderson Co. (Sleetmaster), weather reports, seven days weekly, Oct. 24 to Nov. 27, through Schwab & Beatty Inc., New York.

WNEW, New York

Hoffman Beverages, spots, through BBDO; General Supply Co. (electrical appliances), 52 weeks, through Scheer Adv'g Agency, Newark; Gang & Gang Inc. (furniture), 52 weeks, through Schillin Adv'g Agency; Michaels Credit Dept. Store, 52 weeks, through Schillin.

NEW ORLEANS

Radio row reports Vince Callahan got mad, in a mild Irish way, when a night club entertainer referred to him as "my curly-haired darling."

Lionel Ricau, WWL announcer, has returned to take a vacation from a vacation. Ricau drove to Chicago and New York in a 1931 Chevrolet and got to the Holland Tunnel with no change in his pockets and no one there willing to cash a traveler's check. But trust an announcer to find a way. Beverly Brown of the same station is taking a sailor's holiday by using up the time to make transcriptions intended for elsewhere, and Program Director Jimmie Wilson, with Assistant General Manager Arthur C. Pritchard, are about to take off for two weeks in Florida.

"Fats" Taylor and his orchestra opened at Cotton Club after musicians' union here compromised on the claim it had against a former owner.

AD AGENCIES

WILLIAM H. BENTON, formerly head of Benton & Bowles, who is to join the University of Chicago as vice-president in charge of public relations on Oct. 1, is expected in Chicago next week on his return from a trip to China and the Orient.

ROSS METZGER, radio head of Ruthrauff & Ryan, Chicago, is in Des Moines on radio business.

HOLLY SHIVELY, head of radio promotion department at Lord & Thomas, Chicago, is on a motor vacation.

FULLER, SMITH & ROSS will handle the account of Westinghouse Electric Supply Co., which plans an enlarged campaign this fall in the marketing of its radio sets.

RADIO PERSONALITIES

No. 59 in the Series of Who's Who in the Industry

IN the early days of motion pictures, there was a great demand for the character who could bear marks of conflict; one who could duel to the death with brigands, and yet step front and center as immaculate as a Fifth Avenue beau brummel. That was C. A. McLaughlin, who is now general sales manager of the two United Broadcasting Co. stations in Cleveland—WHK and WJAY.

"Mac," always looking as though he just stepped out of a handbox, has been everywhere and has done almost everything. His activities have carried him into many fields of endeavor, including newspaper, magazine and radio work. He has served in all as originator, leader and first-class salesman.

Born in the little town of Bellfontaine, O., he sang in the first movie theater there; went away to school to be a lawyer; joined the A.E.F. and spent 23 months in France; became a commissioned officer and traveled over every inch of the Western Front; returned to the U. S. and joined the staff of the Indianapolis Star; originated and published a magazine in Cincinnati; then spent five years rounding out his newspaper experience with Scripps-Howard.

Turing salesman, he was advertising and business manager of several newspapers; sold newspapers and typographical equipment throughout the northwest section of the country; entered the advertising agency business in Detroit. Then came two years in the heart of Detroit's big-time radio circles, with "C.A." handling some of the biggest automotive accounts in the business. Two years ago he came to WHK, and that is radio's gain.



Beau brummel with a colorful career.....

ORCHESTRAS - MUSIC

RED NICHOLS and his orchestra yesterday began an engagement at Casino Park Ballroom, near Fort Worth, Tex., airing nightly over WBAP. Herman Waldman's orchestra, which holds the year's attendance record so far at Casino ballroom, will be back at this spot for another engagement in September.

Glenn Lee and his ork replace Carvel Craig by remote over KSL, Salt Lake City, with Lee opening at Starlite Gardens of Hotel Utah.

Newest musical aggregation to hit Southern California air lanes is Stompy Jones and his Swing Bandits who bring orchestral interludes to the KFOX variety show, "Hal Nichols and his School Kids," each Monday evening at 7:30. All under 18 years, these youngsters are sizzling loud-speakers with their unique arrangement of such tunes as "Swamp Fire," "House Hop" and "Night Ride." The ten Bandits are Long Beach high school lads, all members of the Scholarship Society, all with ambitions for further education. They are disciples of the Benny Goodman and Dorsey brothers preachments.

A new Ozzie Nelson broadcast schedule from the Astor Roof is as follows: WABC-CBS on Monday nights at 11 and Saturdays at 11:30. WOR-MBS will carry his music Sunday nights and Thursdays at 12. In addition to Nelson's own vocals, Shirley Lloyd will be featured.

Count Basie will replace Bob Crosby at the Ritz Roof, Boston, tomorrow. The colored band will have a WEEI wire.

The name of the winner of the \$1,000 prize offered by the Lake Placid Foundation for the best submitted chamber music composition will be announced for the first time, and the work itself played, during the NBC Music Guild program on Aug. 26 at 2 p.m. over NBC-Red network. Performance of the work, a quintet for piano and string quartet, will be a world premiere.

Shep Fields leaves New York today to start a week's engagement at the Atlantic City Steel Pier, and returns to New York for a Paramount Theater date starting Sept. 1. Set by MCA.

D'Artega, orchestra leader on the Tell-O show, has now been designated as arranger for all selections sung by Miss Froman on the program. D'Artega, before he became musical director of the Froman-Ross show, orchestrated for such bands as Paul Whiteman, Al Goodman, Rubinoff, Freddie Rich and others.

Herbert Mertz and all the members of his orchestra and string ensemble have left the confines of WJBK, Detroit, for three-week vacations. They return Sept. 1. Fred Fenton, WJBK organist, has also taken leave of absence for three weeks. Jimmy Stevenson, pianist, once again steps into the spot vacated by Ray Dauberger for two weeks. Jimmy will accompany Patti Osborn at 7:45 p.m. every Monday, will play for Uncle Nick's Kiddies Hour every day at 12 noon, and will present his own program on Wed. and Fri. at 7:30 p.m.



Joyous Hearing

for Deafened Ears, with the

CORONATION ACOUSTICON



Weight 1 1/4 oz.

For 35 years Acousticon's world-wide organization has been working to bring hearing to deafened ears. During that time it has sold more hearing aids than all other firms combined. Now comes our latest and greatest triumph, the Coronation Acousticon.

If you are not hard of hearing, you must know someone who is. Tell this person about this new instrument. It is so small that it is almost invisible when worn—so light the wearer forgets its presence. Yet it brings clear, strain-free hearing at all listening distances. Every Acousticon is personally custom-fitted on the Aurogauge. Consultation and fittings at your home, at our office or at 150 Acousticon agencies throughout the country. Write for new brochure.

DICTOGRAPH



PRODUCTS COMPANY

580 Fifth Avenue

New York, N. Y.



KFWB gets two new musical programs under way this week. "Hits Old and New," with Marion Mansfield, Fred Skinner and Leon Leonard's orchestra, takes the air for the first time Wednesday night, 7-7:30, and "Serenade in the Night" with Rene Williams' orchestra and Verna Osborne, comes on at 8:30 the same evening.

Bob Harmack is now chief sound effects man at KEHE.

"West Coast Church of the Air," Sunday feature of KNX and CBS Pacific Coast net, will present an all-Catholic service August 15, with the St. Brendan's Choir providing music and Rev. W. J. Mulane as principal speaker.

Carol Lofner and his musical organization will be heard on KNX from 11 to 11:30 a.m. Friday and Saturday, Aug. 13-14. Lofner is playing the Pasadena Community Dance this weekend, and at one time rated high in popularity among Western maestros.

KRKD plans removing control rooms, now located on the 13th floor of the Spring Arcade, to third floor studio, consolidating departments and permitting improved technical handling of programs, according to Willis O. Freitag, chief engineer.

Fred Grayston has been made purchasing agent at KNX, succeeding Roy Atchison, resigned.

New programs on KMPC are "Etchings in Song," Mondays at 6:15 p.m. presented by Don Shaw, son of Clarence Shaw, steward of Musicians Union, and "Our Moderns in Song," Thursdays at 6:15, featuring Paul Compton and Bernice Maullen.

Hollenbeck Heights Christian Church has an application pending with FCC for permit to build and operate a station. Asking 100 watts on 1170 kilocycles with unlimited time.

Alen Bode is being credited with producing many novel and weird sound effects necessary to the production of "Black Cat," mystery thriller on KFWB.

Herb Connor, writer of KHJ's "House Undivided," flew to New York to talk with interested sponsors about national release of his brain-child.

Emmy Van Hoff, singer, and Richard Tetley-Kardos pianist, both well known in the concert field, will debut on "New Horizons" over KNX tomorrow.

FCC ACTIVITIES

EXAMINER'S REPORT

WEAN, Yankee Network Inc., Providence. CP for increase in power to 1 kw. night, 5 kw. day L.S., unlimited. Be granted.

APPLICATIONS GRANTED

Columbia Broadcasting System, Wayne, N. J. License to cover old transmitter formerly used in International Broadcast Station W2XE as an auxiliary 5 kw. transmitter.

STATIONS OF AMERICA

Highlights in the Development of Outstanding U. S. Radio Stations:

No. 58 in a Series.

WATL — Atlanta

1370 Kilocycles—250 Watts

MAURICE C. COLEMAN, Mgr.

DICK PYRON, Production Mgr.

KEN KEESE, Program Director

ESTABLISHED in 1931, WATL, Atlanta, principal city of the Southeast, serves one-third of all the radio homes in Georgia. The station is owned and operated by the Atlanta Broadcasting Co.

Under the guidance of Manager Maurice C. Coleman the station has met with constantly increasing success and, by reason of the service which it extends, enjoys a tremendous following in Atlanta.

In addition to producing local shows, WATL carries rebroadcasts of WLW and WSM features, to round out 18 hours of daily diversified programs from 6 a.m. to 12 midnight on week days and 24 hour service on Sunday.

WATL, as one of the three stations constituting the Georgia Network, recently installed complete equipment of the latest type—Western Electric transmitter, Truscon vertical radiator, RCA and Western Electric speech input—all High Fidelity. Other expansion moves have included recent additions to the staff and the giving of a liberal general bonus to all employees.

Business offices and studios are located in the well-known Henry Grady Building, while the transmitter is ideally situated on the outskirts of Atlanta.

J. J. Devine & Associates is the station's representative, while Adrian James Flanter, New York, acts as promotional counsel.

★ Programs That Have Made History ★

No. 23—WNEW's Alan Courtney's "Joymakers"

In less than two years, Alan Courtney and his daily "Joymakers" program have captured a big part of the morning audience in the Metropolitan area. New York housewives listen to the WNEW "Joymakers" as religiously as they rinse their breakfast dishes. The program has been kept constantly in the 11:30 a.m. to 12:30 p.m. spot almost since its inception.

More than 182,332 listeners have written in to become "Joymakers." Each has received a membership card, entitling him (or more often her) to witness the broadcast. This figure was computed at the last census, taken June 1, 1937. And almost 1,000 persons a week have taken advantage of this offer.

The program is a cheery, informal variety show emceed by Alan Courtney, a clever ad-lib gag man. He jokes and sings and kids with his gang of entertainers, all radio troupers. Courtney handles all the commercials on his show. His is the third major program on WNEW with personalized sales talks. All Courtney's plugs are ad-lib and personify the heart-to-heart manner. In radio nine years, with behind counter, store and house-to-house selling experience, Courtney uses the method and approach of one of his sponsor's own salesmen.

Introduced to the airwaves Oct. 1, 1935, the "Joymakers" have consistently purchased a variety of products. The extensive lists include: automobiles, food, clothing,

jewelry, cough remedies, dog food, proprietary medicines, sunburn remedies, financial services, beauty treatments, electrical appliances, etc. The sponsors have been Harold Motors, Riverbank Canning Co., Howard Co., Alkine Laboratories, Atlas Canning Co., Journal of Living, Dermal Chemical Co., Madison Personal Loan Inc., Antoine Beauty Parlors, Woozy-Woozy Melons, General Supply, etc., etc.

The replies to offers, response to stunts and the follow-through on the part of the "Joymakers", audience is what really made station history. Riverbank Canning Co. offered a picture of Courtney and his Gang to listeners sending in a label from a can of tomato paste. With one announcement a day, since they were on a five-minute participation basis, Riverbank Canning reported that between Jan. 5 and Jan. 19 they received 11,853 labels.

Also, with one announcement, the Journal of Living offered the "Joymakers" for 10 cents a booklet entitled "Seven Day Reducing Diet." Within two weeks 3,160 dimes were received.

The Howard Co. has used the "Joymakers" to sell their clothing and jewelry since April, 1936. When a new Howard store was opened in Elizabeth, N. J., 3,000 card-carrying "Joymakers" attended the opening, as a result of one announcement that Courtney and his Gang would attend. The crowd was so heavy police were called to clear the streets so



JOE KIRTH, Notre Dame All American tackle of 1930, is new on the sales staff of WJJD. He comes from WHBF, Rock Island, where he has been selling.

Hal Makelim, sales manager of WIND, is in New York on business.

Joe DuMond, creator of Josh Higgins of Finchville series, will be a house guest of Gov. Nelson G. Kraschel of Iowa at Des Moines on Saturday.

John Van Cronkhite of Van Cronkhite Associates is on a business trip to Detroit.

Franz Pfau, NBC staff pianist, has been signed for a series of Alka Seltzer Barn Dance broadcasts relieving John Brown.

Durward Kirby, NBC announcer, in Escanaba, Mich., to report the finals of world's birling (log rolling) tournament next Sunday.

Alex Robb, assistant manager NBC Artists Service, is back at work after being out a month, result of accident in railroad wreck.

Harry Kopf, NBC salesman, and Charles Phelps of N. Y. Office, are vacationing for the second season together in Europe.

Attilio Baggione, tenor who recently appeared on Chase & Sanborn program, has been signed by WGN-Mutual to an exclusive three year radio contract. He will continue to do concerts under NBC Artists Service bureau.

that the trolley and bus lines could operate.

Antoine operated two large beauty parlors when he began advertising on the WNEW "Joymakers" program. Since his first venture with the Courtney show he has opened two additional stores. The stores report that their worst week brought 700 "Joymakers" for beauty treatments.

Last September Courtney was induced to make personal appearances in a local movie house in West New York, N. J. The theater, never equipped for stage presentations, usually showed double features. To accommodate four and five stage shows a day, the theater only showed one feature for those two days. Nevertheless, Courtney and his Gang of "Joymakers" broke all existing box office records for five years.

A unique merchandising feature of the "Joymakers Club" is the Research Committee. Courtney has set up a board of 48 "Joymakers" who meet in tri-monthly sessions. They act for the betterment of the program and approve the various products which are sold on the hour show. Their okay means the backing of 182,332 other members, including 60 per cent housewives.

CBS DAYTIME SHOWS

(Using 50 or More Stations)

	No. of Stations
Colgate-Palmolive-Peet (Supersuds)	57
H. J. Heinz Co. (57 Varieties)	58
Lever Bros. Co. (Rinso)	63
Lever Bros. Co. (Spry)	51
American Tobacco Co. (Lucky Strikes)	89
Pontiac Motor Co. (Pontiac Cars)	56
Pet Milk Sales Corp. (Irradiated Pet Milk)	54

CBS NIGHTTIME SHOWS

(Using 50 or More Stations)

Chevrolet Motor Co. (Chevrolet Cars)	97
Ford Motor Co. (Ford—Lincoln—Lincoln Zephyrs)	
Sunday night	95
Tuesday night	93
Saturday night	93
Liggett & Myers Tobacco Co. (Chesterfields)	
Monday through Saturday	69
Wednesday and Friday	94
American Tobacco Co. (Lucky Strikes)	89
Chrysler Corp. (Autos)	83
Coca Cola Co.	91
General Foods Corp. (Swansdown Flour—Calumet Baking Powder)	77
Gillette Safety Razor Co. (Razors—Blades)	91
Gulf Refining Co. (Oil and Gas)	59
Vick Chemical Co. (Cold Remedies) Buying in excess of	
50 stations
Texas Co. (Oil and Gas)	88
Philco Radio & Tel. Corp. (Radios)	58
Lever Bros. Co. (Lux)	58
Lever Bros. Co. (Rinso-Lifebuoy Soap)	57
R. J. Reynolds Tobacco Co. (Camel Cigarettes)	79
Campbell Soup Co. (Tomato Juice) Wednesday	67
Campbell Soup Co. (Soups—Beans) Friday	67
Colgate-Palmolive-Peet Co. (Palmolive Soap)	65
Colgate-Palmolive-Peet Co. (Shaving Cream)	56
Colgate-Palmolive-Peet Co. (Dental Powder)	56
Pet Milk Sales Corp. (Pet Milk)	51
Phillip Morris & Co. Ltd. (Cigarettes)	53
Nash-Kelvinator Corp. (Kel. Refrigerators)	66

Advertisers Are Using Bigger Number of Stations

(Continued from Page 1)

signed for fall have not selected their web although it is understood they plan to buy in excess of 50 outlets. Under the wire on the 50-station mark are such accounts as U. S. Tobacco with 49 stations; Wrigley Co., 49, and Stewart-Warner with 47.

Women's Musical Scope Is Now Much Enlarged

"Radio has emphasized more than ever the fact that young women interested in music as a means of creative expression restrict themselves to one of three mediums of study—piano, violin and voice.

"Doubtless many of them were attracted to other orchestral instruments, but too often have been discouraged by family and friends who assured them, due to a casual prejudice, that they would have too little opportunity.

"I would suggest to those young women who prefer the intricacies of

Del Casino Busy

Del Casino, CBS singing star, returns to home ground next Monday, when he starts a new sustaining series on WABC-CBS at 5:30. The following evening at 8 he will be heard as guest star of the Mark Warnow program and on Wednesday evening he starts the first of his 10:30 broadcasts. Meanwhile, Casino will still be heard as the singing star of the Sunday night "Rippling Rhythm" show on WJZ-NBC Blue.

orchestral studies other than the conventional Big Three, that opportunity is increasingly open for the girl with unusual talent who is able to play tuba, trombone, drums or any of the numerous other band-instruments usually played by men.

"The advent of television will certainly bring about an unprecedented demand for feminine artists who are trained for all types of instrumental work.

"It's hardly necessary to point out that, although audiences are eager to listen to any group of talented players, they would be expected to find a studio full of charming women especially easy on the eyes."

—PHIL SPITALNY.

... Radio's own daily newspaper modestly presents a series of 100 unsolicited testimonials as to what Radioland thinks of RADIO DAILY.

WMBH

Joplin, Missouri

"... We find RADIO DAILY very interesting and very helpful."

Robert W. Friedheim

Assistant Manager.

KCMO

Kansas City, Missouri

"... RADIO DAILY fills a need in the industry and we want to compliment you not only on the variety of news it contains, but also on the way this news is handled."

A. F. Schlieker

Manager.

RUDY VALLEE

New York City

"... We have needed a daily radio newspaper for a long time, and you are doing a grand job. I hope RADIO DAILY will have a tremendous subscription."

Rudy Vallee

... RADIO DAILY is six months old. It is growing fast. It already has the confidence of a great progressive industry. Watch RADIO DAILY.

PROMOTION

"Man-on-Street" Prizes

The "Man-on-the-Street" broadcast at WBTM in Danville, Va., presents two prize awards weekly. One prize, a gift of furniture, is given by the sponsor, Schewel Furniture Co. of Danville, to the winner of the best question sent in weekly. A cash prize is given weekly by WBTM to the lucky person whose name is drawn from a box during the broadcast. Names are those of all people sending in questions each week for use on the program. To get the cash award the winner must write a letter and mail it within 24 hours to WBTM stating that he heard his name announced as the winner. The mail volume on this program is almost overwhelming, and is the sponsor tickled!

Viewpoints

Urges College Courses In Radio Comedy Writing

"There should be courses started by colleges or the broadcasting chains to train writers in the art of radio comedy. In spite of the tremendous amount of junk perpetrated on the programs—and I plead guilty to being responsible for some of it—there is an art or definite technique to comedy program construction which must be learned. It is exceedingly difficult for the beginner to break in, so a prospective writer, no matter what his talent, has little chance to learn the trade. A practical course could be initiated in charge of some comedy writer or production man, with lectures once in a while by some of our more articulate comics such as Fred Allen. After all there are college courses in scenario writing and play writing.

"I think radio comedy writers should be better paid. I make out well enough myself, but not all of us get what we're entitled to. A writer should be sufficiently paid so that he can concentrate on one pro-

ONE MINUTE INTERVIEW

MITZI GREEN

"Radio hasn't encouraged juvenile actors very much. For some reason a young actor or actress has not nearly the opportunities on the air that a singer or musician has. Maybe I'm too young to know why, but it just doesn't seem right. It's hard enough for a youngster who aspires to the stage or screen. Radio is needed for a helping hand, just as it has already helped Don Ameche—but very few others."



Coast-to-Coast



FRANK J. KITCH, who has been connected with Transradio, also with WSPR and WMAS, Springfield, Mass., as news and sports announcer, is at present playing professional baseball in Canada and having a very successful season. Kitch plans to return to work for Transradio in October and may also return to do a daily sports show at WSPR in the fall.

Roland Bayeur, once employed as announcer at CKAC, Montreal, also Windsor, Ont., and WWJ, Detroit, is now chief announcer at CHLT, Sherbrooke, Quebec.

Ray Edwards, whose "Sheriff and His Posse", hillbilly show, was aired last year over WSPR and WMAS, Springfield, Mass., is now located at Sawyerville, Quebec, doing a weekly spot over CHLT.

KSL, Salt Lake City: Gene Halliday has been made music director.... Irma Bittner is now in charge of public relations department.... Ramp-ton Barlow, baritone, leaves soon for a Hollywood fling.... Lowell Hicks, vibratone artist, and Bernice Horsely were married recently.... Sears-Roebuck is conducting an August promotional campaign direct from local store with six quarter hours weekly.... Union Pacific R.R. again picked KSL for coverage of the Sun Valley Rodeo on Aug. 14-15.

WSFA, Montgomery, Ala.: Howard E. Pill, secretary and general manager, has been elected president of the Montgomery Rotary Club. Bill Hunt of the commercial staff is back from Florida vacation.

"The Braggart", an original radio drama by Leon Ware, with Les Tremayne and Barbara Luddy in the

gram and not have to spread his efforts on two or three, therefore being able to do his best on none. Sponsors recognize the importance of material in every way but a financial one. In this racket there is no artistic compensation. The reward has to be in terms of money.

"Sponsor interference should be kept down to a minimum. There are a few sponsors, thank heaven, who have sufficient confidence in their writers and production men to leave them more or less alone. But a great many sponsors insist on injecting elements which appeal to the sponsor alone, and bore the audience. The writer, being on pay roll, must comply or lose the program. A competent, established comedy writer and his comedian (comedians reverse that order) should have full sway on what comedy elements go into a program."

—MORT LEWIS.

starring roles, will be presented during Campana's "First Nighter" broadcast of Aug. 20, at 10 p.m. over the NBC-Red network.

Irene Rich will renew a former radio alliance when she appears with Henry Hunter as her leading man in the new weekly dramatic series to be broadcast from the NBC Hollywood studios beginning Sunday at 9:45 p.m. EDST over the NBC-Blue network. Hunter, under his birth name of Arthur Jacobsen, was a featured actor opposite Miss Rich more than a year ago when he was a member of the NBC dramatic staff in Chicago. Leaving Chicago for Hollywood, Hunter has steadily increased in motion picture prominence.

Arthur J. Mosby, manager of KGVO, Missoula, Mont., spends his weekends at a dude ranch camp, which has become increasingly popular in that section, owing to frequent visits by the movie stars.

WOPI, Bristol, Va.-Tenn., broadcasts its Saturday Afternoon Matinee and Saturday Night Jamboree from its Radiatorium, which seats over 350 people. Shows are so popular that tickets of admission are sold.

Radio is for J. W. Woodruff Sr.—owner of Georgia stations in Columbus, Atlanta, and Albany — another facet in his active civic and charitable movements, and the promotion of Warm Springs Foundation.

Academy of Motion Picture Arts & Sciences, Hollywood, plans to line up radio actors for listing in its Players Directory Bulletin, which is issued for the guidance of studios, players, etc. Jack H. S. Fuld, New York representative, will contact networks in the east.

Lewis Charles, WOV-WBIL announcer, will celebrate three years as a radio announcer on Aug. 14.

Jimmy Murray, long a prominent sports personality around Pittsburgh, with the able assistance of Norman Twigger will microphone the season's activities of the Pitt Panthers football games this fall. In a mass audition held several days ago, Twigger and Murray were selected to describe the play by play activities. Games are sponsored by Atlantic Refining.

Ina West Banks, member of WBZA Players, Springfield, was married Saturday to James Spencer White Jr.

Jean Parker, sister of the network and movie star, Frank Parker, is

Coming Events

Aug. 12: American Radio Telegraphists Ass'n meeting, Hippodrome, New York.

Aug. 23: Credit Retailers' Ass'n of America annual convention, Hotel New Yorker, New York.

Aug. 25-Sept. 4: Annual Radiolympia Exhibition, British Broadcasting Corp., at the Olympia, Kensington, London.

Sept. 10-12: First annual meeting of Association of Radio News Editors and Writers, Sherman Hotel, Chicago.

Sept. 18-27: International Radio-Television Exposition under auspices of S.P.I.R., Palais de Foire, Lyons, France.

Oct. 21-22: American Ass'n of Advertising Agencies Pacific Coast Convention, Hotel Del Monte, Del Monte, Cal.

Oct. 27-30: Annual meeting of Association of National Advertisers, The Homestead, Hot Springs, Va.

Nov. 1: Inter-American Radio Conference, Havana.

Dec. 8-12: Eighth Annual International Radio Club Party, Havana.

Feb. 1, 1938: International Telecommunications Conference, arrangements being made by General Manager of Egyptian State Railways, Telegraphs & Telephones, Cairo, Egypt.

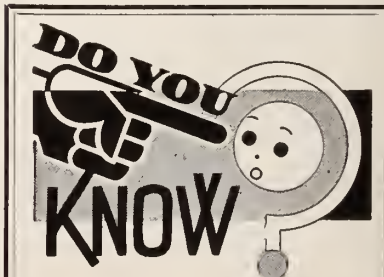
April 4-14, 1938: World Radio Convention Engineers (Australia), Sydney, Australia.

April 20-30: National Electrical and Radio Exposition, Grand Central Palace, New York.

April 28-30, 1938: American Ass'n of Advertising Agencies 21st annual meeting, The Homestead, Hot Springs, Va.

being featured four times a week on WOV's "Good Morning Revue." Jean is heard on Mondays, Wednesdays, Fridays and Sundays at 11 a.m. Pat Rossi, popular supper club vocalist, is co-featured the same days. The program is also carried by WRAX, Philadelphia.

WFBR, Baltimore, is putting on a 15-minute review of the week news program at 10 p.m. Sundays, handled by Bob Hurleigh. A similar Sunday morning program is being aired by WBAL with Jerry Lee Pecht in charge.



"Pepper Young's Family" cast (Marion Barney, Jack Roseleigh, Betty Wragge and Curtis Arnall) have been working together for four years.



RADIO DAILY

Serving the Better Interests of Commercial Radio and Television



VOL. 2, NO. 31

NEW YORK, N. Y., FRIDAY, AUGUST 13, 1937

FIVE CENTS

Gov't Looks Cold on Ascap Suit

ONE-HOUR OAKIE SHOW IS RESUMING SEPT. 28

Jack Oakie returns Sept. 28 as head of the "Jack Oakie College" for Camel cigarettes over CBS at 9:30-10:30 p.m. on Tuesdays. The program, being piloted through the summer by Benny Goodman as a half-hour, again becomes a full hour on Oakie's return, with the first half originating on the coast, and the second half switching to Goodman in New York.

Chrysler Again Sponsors Football Series on WOR

Chrysler Corp., Dodge division, will again sponsor the eight games to be played by the New York Giants professional football outfit starting Oct. 3, broadcast over WOR at 2:15 p.m. with a minimum of two hours on the air for each show. The play-by-play

(Continued on Page 3)

Himber Studebaker Show On NBC-Blue Next Month

Richard Himber and his orchestra will again be heard over the NBC-Blue network in a half-hour spot under the sponsorship of Studebaker. Program will start sometime next month. Last season sponsor used the Monday 10-10:30 p.m. on the Blue network. Roche, Williams & Cunningham Inc., Chicago, has the account.

Havrilla Leaving NBC

Alois Havrilla, one of the topnotch announcers, is resigning from NBC to free-lance, RADIO DAILY learns. Havrilla also has done commentating for movie shorts.

Exclusive Ork

Sammy Kaye doesn't often hire new musicians for his ork. His aggregation still includes six boys who went to school with him. But when a replacement is necessary, applicants are required to fill out a questionnaire, which must prove satisfactory to all members of the band before the newcomer is taken in.

Start Tele Unit

Boston—Construction has begun on a modern 441-line definition cathode ray television transmitter, the first of its type in New England. This equipment is being installed at the Massachusetts Television Institute under the direction of Robert E. Rutherford, formerly director of television research for Farnsworth Television Inc. of Philadelphia.

SQUAWK TO NOTRE DAME AGAINST WLW TACTICS

Several protests have been lodged with athletic authorities at Notre Dame, charging WLW, Cincinnati, with corner cutting in connection with proposed broadcasts before, after and during Notre Dame football games. Notre Dame this year is prohibiting commercial sponsorship of games. Now the story is current that WLW Line proposes to sell a football show immediately before, after and during halves of game.

Amer. Bird Products New Mutual Program

American Bird Products (bird food) on Oct. 10 starts a weekly program over Mutual at 11:45-12 noon Sundays. Show, titled "Canary Chorus," will be heard on WGN, KFEL, WJAY and WHKC.

Cantor Back Sooner

Eddie Cantor, originally expected to return to the Texaco CBS program Sept. 19, is definitely set to resume Sept. 12, in the same Sunday spot at 8:30-9 p.m.

Woodman to NBC in N. Y.; A. E. Nelson in KDKA Post

"The Couple Next Door" Moves to N. Y. in Sept.

Chicago—"The Couple Next Door," which Procter & Gamble has on WGN and WLW, moves to New York next month, due to Harold Vermilyea and Dorothy Gish, headlining in it, having to go east for rehearsals in Broadway shows.

Discouraging Outlook Seen by Radio Men After Washington Once-Over—Would Bow Out for Some Concessions

J. P. FORD-CBS SERIES IS RETURNING SEPT. 14

J. P. Ford Co., Wyandotte, Mich. (cleanser) returns to CBS on Sept. 14, Tuesdays and Thursdays, 2-2:15 p.m., over 14 eastern stations. No talent selected as yet. N. W. Ayer & Son Inc., Philadelphia, placed the account.

Radio Headliners Signed For Michigan State Fair

Detroit—Michigan State Fair will get a real whirl from big name radio orchestras and stars. Wayne King and his band will be in the city for the full ten days of the Fair, Sept. 3-13. Ethel Shutta will also be on hand for the full period. Edgar Bergen and "Charley McCarthy" will fly in for Sept. 5-6, and Ben Bernie and band will be there Sept. 3-4.

Hecker-Mutual Dicker

Hecker Products (Silver Dust) is negotiating with Mutual for a daytime series of four quarter-hour shows weekly. Deal is expected to be signed within the next few days. Batten, Barton, Durstine & Osborn Inc. has the account.

Washington Bureau, RADIO DAILY

Washington—Visiting broadcasters anxious to get the lowdown on the government's attitude on further prosecution of the anti-trust action against Ascap, et al, express the fear that the government is not interested in going ahead with the case and apparently does not see what purpose will be served if it goes through.

Broadcasters state that the unofficial information they have gathered is that the possible resignation of Andrew W. Bennett is desirable to the government faction more or less opposed to the Ascap suit and that Mack Asbell, logical successor to Bennett, is of the opinion that the extra defendants in the action should be let out and that they are merely in to dress up the case and make it look better. Broadcasters, on the other hand, do not exactly agree with Asbell.

In the opinion of the radio men, it would be a better proposition for

(Continued on Page 3)

Restrict Commercials At Ohio State Games

Columbus—Ohio State University, which finally let down the bars on the broadcasting of its football games, has, however, strictly limited all stations as far as advertising is concerned, according to WCOL, which will carry the games for Griffin Manufacturing Co.

The University ruling permits only two minutes of advertising before the start of the game, 30 seconds between first and second quarter, one minute and a half between

(Continued on Page 3)

Memories of WHAS

Louisville—Credo Harris has published a book, "Microphone Memoirs of the Horse and Buggy Days of Radio", dedicated to R. W. Bingham, owner of WHAS. It tells of the pioneer days of radio, when Harris helped Bingham to install and operate WHAS, then one of the few broadcasting stations in the country.

(Continued on Page 3)



Vol. 2, No. 31 Fri., Aug. 13, 1937 Price 5 Cts.

JOHN W. ALICOATE : : : Publisher

DON CARLE GILLETTE : : : Editor

MARVIN KIRSCH : : : Business Manager

Published daily except Saturdays, Sundays and Holidays at 1501 Broadway, New York, N. Y., by Radio Daily Corp. J. W. Alicoate, President and Publisher; Donald M. Mersereau, Treasurer and General Manager; Chester B. Bahn, Vice President; Charles A. Alicoate, Secretary; M. H. Shapiro, Associate Editor. Terms (Post free) United States outside of Greater New York, one year, \$5; foreign, year, \$10. Subscriber should remit with order. Address all communications to RADIO DAILY, 1501 Broadway, New York, N. Y. Phone Wisconsin 7-6336, 7-6337, 7-6338. Cable address: Filmday, New York. Hollywood, Calif.—Ralph Wilk, 6425 Hollywood Blvd. Phone Granite 6607.

Entered as second class matter April 5, 1937, at the postoffice at New York, N. Y., under the act of March 3, 1879.

FINANCIAL

(Thursday, Aug. 12)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Am. Tel. & Tel.	170 ³ / ₈	170 ¹ / ₈	170 ¹ / ₈	—
CBS A	29	28 ⁵ / ₈	28 ⁵ / ₈	— ³ / ₈
CBS B	28 ³ / ₄	28 ³ / ₄	28 ³ / ₄	— ¹ / ₄
Crosley Radio	19	18 ⁷ / ₈	19	+ ¹ / ₂
Gen. Electric	57 ¹ / ₂	56 ¹ / ₂	57	+ ¹ / ₄
North American	27 ¹ / ₄	26 ³ / ₄	27	—
RCA Common	11 ¹ / ₄	10 ³ / ₄	11 ¹ / ₄	+ ⁵ / ₈
RCA First Pfd.	73	71 ¹ / ₄	73	+ ² / ₃
Stewart Warner	18 ³ / ₈	18 ³ / ₈	18 ³ / ₈	—
Zenith Radio	38 ³ / ₈	37 ¹ / ₈	38 ³ / ₈	+ ¹ / ₂

NEW YORK CURB EXCHANGE

Hazeltine Corp.	16 ¹ / ₄	16 ¹ / ₄	16 ¹ / ₄
Majestic	3 ¹ / ₄	3 ¹ / ₄	3 ¹ / ₄

OVER THE COUNTER

	Bid	Asked
Stromberg Carlson	12 ³ / ₄	13 ³ / ₄

Critics Pick Best Film In Final "Movie Pilot"

On tonight's final program in the 13-week "Movie Pilot" series sponsored by the Hudson River Day Line over WEAf, the best motion picture of the past three months will be selected by Frank Nugent, New York Times film critic; Rose Pelswick, Evening Journal, and Howard Barnes, Herald-Tribune. Warners' "They Won't Forget" is understood to be the film they will choose.

The trio of critics were heard on alternate nights in the three-a-week program, airing their views on current films.

"Amateur Hour" Traveling

WHN "Amateur Hour" under the direction of Jay C. Flippen returns Tuesday to Loew's Valencia Theater, where it will be presented from the stage. Other theater dates set are Loew's Paradise, Aug. 24, and Loew's Ziegfeld, Aug. 31.

MARTIN BLOCK'S "Make-Believe Ballroom"

A WNEW FEATURE

1250 Kc.

10 TO 11 A. M. 6 TO 7:30 P. M.

Radio Union Meeting Postponed

American Federation of Radio Artists postponed its scheduled meeting yesterday with the International Board of the Associated Actors and Artistes of America, until next Monday. The AAAA meet was for the purpose of receiving ratification of the National Board, comprised of chosen members of the various units affiliated in the radio organization movement. Also, it is expected that the 4 A's will be ready Monday to officially deliver to the AFRA its charter giving it jurisdiction over the radio field.

AFRA through a spokesman yesterday stated that its current strength of membership including the Screen Actors Guild, Actors Equity, etc., gave it a possible 700 radio artists or potential ones.

Whitney Made Conductor Of Louisville Symphony Plan Gala Dedication For New KTSA Studios

Chicago—Robert S. Whitney, Director of the Whitney Ensemble of NBC, and Chicago Federal Music Project supervisor, has been appointed conductor of Louisville Symphony Orchestra starting Sept. 1. Whitney has been on the air since 1922, starting with a trio on WMAQ. Other members of ensemble are his four sisters, Noreen, Edith, Edna and Grace. As FMP supervisor he was director of the Illinois Symphony Orchestra.

Radio Club Contests

International Radio Club will conduct a series of Beauty-Talent contests over several of the affiliated stations between Oct. 1 and Nov. 15 to select 24 girls who will participate in the Final Contest at Havana for the title of Queen of the Radio Party. Eighth Annual Convention of the International Radio Club will be held in Havana Dec. 8-12.

Weede With Miss Dragonette

Jessica Dragonette will have Robert Weede, Metropolitan Opera star, playing opposite her in "The Three Musketeers", being presented in two installments over CBS on Aug. 18 and 25 at 9:30 p.m. Weede takes the place of Charles Kullman, who has a Hollywood film commitment but will return to the program later.

Dunham to Address Institute

Dr. Franklin Dunham, NBC educational director, will speak on "Radio and Public Response" before the fifth annual conference of the Institute of Human Relations which is being held under the auspices of the National Conference of Jews and Christians at Williamstown, Mass., Aug. 29-Sept. 3. His talk will occur on the final day.

It's a Boy for Ed Curtin

Edwin P. Curtin, news editor of the NBC press department, Radio City, and Mrs. Curtin are parents of a 9³/₄ pound boy, born yesterday morning at Wadsworth Hospital. It is their first child.

Harlan Read to Audition

Harlan Eugene Read, veteran commentator recently heard on CBS, is auditioning his new program, "The Teller of Tales" at two networks next Monday. He is now vacationing with Mrs. Read in Cape May, N. J.

San Antonio—An elaborate dedication is being planned for the new studios now being built in the Gunter Hotel and expected to be ready about Sept. 15. Plans for the studios were drawn by Chief Engineer William G. Edgerton and embrace the latest improvements including air-conditioning, an audience studio accommodating 150, two other studios, audition room, news and reception rooms, executive offices, etc. H. C. Burke is manager of the station.

WMCA Adds 2 Salesmen

Two new salesmen have been added to the WMCA sales staff:

Al Socolow, formerly connected with the New York American, and Newman Johnston of Barron Collier.

CBS Airing Fair Event

CBS will air the official dedication ceremonies in connection with the opening of the World's Fair "Theme Center" on Monday, 3-3:45 p.m. Jessica Dragonette will open the program by singing "America". She will be followed by Grover Whalen, president of the World's Fair, Governor Lehman, Governor Hoffman, Mayor La Guardia and other dignitaries. At 3:30 p.m. a plane will fly over the group and drop a dedication message direct from President Roosevelt in Washington. A 21-gun salute from Fort Totten will also be a part of the ceremonies. NBC will also cover the event it is understood.

Hill-McCarthy Again on Fight

Clem McCarthy and Edwin C. Hill will join forces once again as announcers of the Tommy Farr-Joe Louis heavyweight championship fight, which will be broadcast from the Yankee Stadium on Aug. 26, exclusively over the combined coast-to-coast Blue and Red-NBC networks under Buick sponsorship.

Lanny Ross Takes Wife West

Boston—Lanny Ross was here early this week to take his wife, who recently underwent an operation at Massachusetts General Hospital, back to California.

New Weekly Series on WBIL

"Copy", consisting of news dramatizations, starts Aug. 17 at 7 p.m. as a new weekly series over WBIL. Ted Cott will write and produce the series, with the Radio Playhouse Acting Company appearing.

COMING and GOING

CHESTER H. MILLER, president of Transcriptions Inc., is prolonging his stay on his farm in Chalfonte, Pa., and won't return to his desk until Monday.

JERRY WALD returns to Hollywood today from New York.

EDDIE WOLPIN returns from his vacation on Monday.

RALPH KIRBERY flew to Philadelphia, Baltimore and Washington the other day in his own plane and is now settled comfortably at his home airport near Paterson, N. J.

JESSIE STOOL of Donaldson, Douglas & Gumble in Chicago, is due in New York next week.

LESTER LEE left early this morning for a motor trip to Canada and parts unknown to be away from the office for a week or two.

HARRY WILDER of WSyr, Syracuse, is in New York on business.

HENNY YOUNGMAN leaves today for Atlantic City to fulfill a personal appearance engagement there.

DICK INGRAM of the CRA office flew to Washington yesterday.

CONNIE BOSWELL planes today to Hollywood for her Campbell's radio vocals.

CLIFF CORBETT, WNEW assistant chief engineer, arrives back in town Aug. 23 from a vacation in Northern Ontario, Canada.

BILL MAGRATH, WNEW production chief, returns Monday from a Cape Cod vacation.

DAVE DRISCOLL, special events announcer at WOR, leaves today for vacation, going to see the home folks in Minnesota. En route he will do a "Let's Visit" broadcast from the Drake Hotel in Chicago on Monday night at 8:30-9.

BILL MALONEY of the WOR commercial publicity department goes on vacation today, dividing the two weeks between the New Jersey coast and New England.

DAVID CASFM. PHOEBE MINK, FRANK SCHIELE and RICHARD SPENCER, all of NBC press department, off on vacations today.

THEODORE H. VAN COTT of O. B. Hanson's office, NBC chief engineer, leaves on his vacation today.

JAMES RICH, musical director for WNEW, is vacationing at Beach Haven, N. J. He reports to the home office that he was successful in luring the Jersey fishes.

CHARLES POOLER of the CBS special events department leaves on a week's vacation today.

RUTH DANNER, secretary to Alfred H. Morton, NBC manager of owned and operated station division, is off on her annual vacation today.

Edward Warren Weeks Dead

Springfield, Mass.—Edward Warren Weeks, radio engineer of the American Bosch Corp., died recently after a long illness.

Mrs. Georgie Price in Cast

Georgie Price will also have the Missus in his "Passing Show of the Air, which debuts over WOR-Mutual at 7:30-8 p.m. Sunday.

' ' AT LAST !

...A medium for meeting casting problems! A search through the pages of The National Radio Register prompts a harried line to recognize suitable talent for shows. Most important, The Register makes it possible to reach them immediately!"

Harry Vonzell
Young and Rubicam

NATIONAL RADIO REGISTRY
415 Lexington Ave., at 43rd, N. Y.
Vanderbilt 3-8157

GOVERNMENT LOOKS COLD ON SUIT AGAINST ASCAP

(Continued from Page 1)

them to withdraw their support of the case and in return seek a concession from Ascap. As a result, several well known broadcasters left here ostensibly to visit Ascap officials in New York.

As an organization, the broadcasters, through the NAB, have voted at each annual convention to continue to support the action against Ascap and urge the government to bring the case to a speedy prosecution.

Restrict Commercials At Ohio State Games

(Continued from Page 1)

accounts will be given by Stan Lomax. All games will come from the Polo grounds except the first with the Philadelphia Eagles, which will be played in Philly.

4 Special Sport Events Set on Mutual Network

Mutual yesterday concluded arrangements for the airing of four special sports events. Tomorrow at 7-7:30 p.m., via WGAR, Cleveland, the network will broadcast "The Parade of Champions," presenting champs from various fields including Eleanor Holm, Johnny Weissmuller, Tris Speaker, Johnny Kilbane, One-Eyed Connolly, etc.

Another Cleveland origination, next Monday at 5:30-6, will be the Professional Women's Swimming Championship Meet at the Great Lakes Exposition.

On Sept. 11 the International Lifeboat Races off Fort Hamilton, Brooklyn, will be aired, with Cameron King and Dave Driscoll at the mike, and on Nov. 27 the Army-Navy game will be broadcast from Franklin Field, Philadelphia.

1	9	3	7
SUN	MON	TUE	WED
4	5	6	7
10	11	12	13
17	18	19	20
24	25	26	27
31	1	2	3

Greetings from Radio Daily

August 13

Buddy Rogers Olga Albani
Harry A. Earnshaw Bert Lahr
Mabel Todd

August 14

Abe Lyman Ed J. Herlihy
John Holbrook

August 15

E. Hel Barrymore Virginia Arnold
Edward Davies Albert Spalding
Major Lenox R. Lohr
Johnny (Phillip Morris)
(Baby) Rose Marie

★ Programs That Have Made History ★

No. 24—WXYZ-Mutual's "The Lone Ranger"

"THE LONE RANGER," Western drama, originating at WXYZ, Detroit, and heard over the coast to coast Mutual network every Monday, Wednesday and Friday at 7:30 p.m. EDST, passed its 700th broadcast a few weeks ago.

Authored by Frank Striker, "The Lone Ranger" started in January, 1933, over WXYZ, where it has continued to be produced three times weekly since. During that time, Striker has written more than 3,000,000 words, or the equivalent of 30 novels of 100,000 words each. He has used over 21,000 pages, and as each actor, director and sound technician had a script of each episode, it is estimated that total pages have run over a half-million. The drama has filled 350 hours of air time. If the sentences

in the scripts were written in one continuous line, they would extend a total distance of more than 65 miles. Striker has used and retired four typewriters in the writing of the series, and consumed 250 typewriter ribbons.

From a wordage and story standpoint, the work entailed in the production of this series represents the lifetime writing of the average prolific fiction writer.

Striker's records show that during the time "The Lone Ranger" has been on the air, he has created and made use of more than 3,500 different radio characters.

Republic Pictures has acquired the radio drama for a 15-episode screen serial, to be released in the season of 1938-39.

NEW PROGRAMS—IDEAS

WSGN's "Ranch House"

"Around the Ranch House," a novel program recently started over WSGN, Birmingham, is garnering quite a bit of favorable comment. The show features cowboy bands, girls' trio, duets, soloists, and a philosopher and narrator, all harmoniously blended together.

WSGN's "All-Colored Amateur Hour," broadcast each week, has been moved to the Frolic Theater, local colored movie house. Audience is judge for the show, which awards cash prizes to winners. Colored listeners are going strong for the show.

Shut-Ins' Opportunity Guild

A program of request music and news directed to physically handicapped men and women is aired weekly by WGES, Chicago under

the title of "Opportunity Guild for Shut-Ins".

Mrs. Malva Andre, founder and organizer, a shut-in herself until a recent operation, tells of the various activities and trades the shut-ins can find joy and also make money from. Poems and letters from the shut-in listeners are read with a different shut-in interviewed each week.

Celebrities of the Past

WEBC, Superior, Wis., has inaugurated a 15-minute program, "Interviews With Celebrities of the Past," aired each Wednesday at 10:15 p.m. Students from the English and radio drama classes of J. Hooker Wright, with Robert Crawford acting as narrator, present the programs. First celebrity brought back, in fancy, was Benjamin Franklin.

Elaborate sets won't count more than an ordinary neat presentation.

6. The winner will be judged by a committee, of which the radio editor of the Cincinnati Post is chairman. The decision of the judges will be final.

7. The winner will receive an All-Expense Trip to Paris, France, given by WCPO.

8. No employe of WCPO or the Cincinnati Post or any member of their families is eligible to enter this contest.

WCPO has found that a contest over a station of its size "take" exceptionally well, and are a "go-getter" for business.

PROMOTION and PUBLICITY MANAGER available September 1. Five years' experience with leading network on all phases of promotion, trade publicity. Agency background. Write Box A-105,

RADIO DAILY, 1501 Broadway
New York City

WOODMAN TO NEW YORK; NELSON IN KDKA POST

(Continued from Page 1)

KOA shift become effective on the same date, Sept. 1.

Woodman has been with NBC over five years serving some of his time in the New York office. It is understood that he will be placed in a new post.

Nelson has been manager of KOA since 1934 and was directly responsible for putting the station on a paying basis. KOA and KDKA are both 50,000-watt stations. The former is leased by NBC from General Electric and the latter from Westinghouse.

Chrysler Again Sponsors Football Series on WOR

(Continued from Page 1)

halves, 30 seconds between the third and fourth quarter and two minutes at the close. At no time during the game must advertising compare or connect the university, the game, players, or activities within the stadium with the sponsor's product.

Mary Small's Guests

First guests on "Mary Small's Junior Revue," which starts Aug. 18 at 8:30-9 p.m. over NBC-Blue network with Miss Small as emcee, the Junior Revue Choir and Ben Grauer as announcer, will include Buddy Jones, youthful journalist and author of the popular column, "Laffs in the News;" the Vass Family, singers of unusual songs; Arnold Eidus, 12-year-old violin virtuoso, and Janice Gilbert and Jimmy Donnelly, young dramatic stars, who will be supported in a one-act drama, "Orphans of the Flood," by Jay Jostyn, Linda Carlin and others. Honor guest of the program will be Helen Menken, radio and stage dramatic star. Harry Salter, former conductor of "Your Hit Parade," will be guest conductor, and Norman Cloutier and his orchestra will furnish the music.

Prentice Jr. at WDRC

Sartell Prentice Jr., with "March of Time" for two years writing script and publicity material for both the radio program and the movie, has joined WDRC, Hartford, Conn.

EAST COAST RADIO FEATURES LIMITED,

Complete Radio Productions
Prepared and Produced from
Script to the Air

TALENTED WRITERS
MODERN FACILITIES
EFFICIENT PRODUCTION

Hugh C. Ernst James B. Underwood
President General Manager
BRyant 9-4268-9 71 W. 45th St., N. Y.

AGENCIES

M. JULIAN FIELD, formerly with Young & Rubicam has joined the copy staff of Arthur Kudner Inc. Before joining Young & Rubicam, Field had been vice-president at Lennen & Mitchell and for several years was on the executive staff of the Columbia Broadcasting System.

MIKE STIVER, head of the J. Walter Thompson agency in Australia, is in Hollywood for a two-weeks' look around and checkup on available transcription programs suitable for Australasian clients.

KENYON & ECKHARDT is handling the account of Piel Brothers (beer), who have announced that their new advertising budget will be doubled, with radio among mediums being used.

DICK ARMSTRONG, formerly of the New York Herald Tribune, also a radio script writer, has joined the public relations department of Schenley Products Co.

ZIMMER-KELLER, INC., Detroit, has been appointed the agency for a campaign to be launched shortly in behalf of Michigan beer by the Michigan Brewers Association. The plans have not yet been completed, and it is not yet known whether radio will have a part in them. Slogan will be "What Michigan Makes—Makes Michigan."

JOHN L. COBB, formerly advertising and trade promotion manager of the Shell Oil Co. with headquarters in San Francisco, has joined the staff of Arthur Kudner Inc. in an executive capacity. Before going west, Cobb was director of public relations for the Atlantic Coast Line.

BATTEN, BARTON, DURSTINE & OSBORN is the agency for Cosmos Chemical Corp. (Sanovan, odorless household deodorant), which is to be distributed on a national scale this fall.

J. WALTER THOMPSON CO., handling the new \$250,000 campaign of the Washington State Apple Commission, Wenatchee, Wash., will start the drive next month. Radio was used to a large extent last year.

GUEST-ING

DIXIE DUNBAR and VIRGINIA FIELDS, on "Hollywood in Person," Aug. 19 (CBS, 1:45 p.m.)

FAITH BALDWIN, on "Magazine of the Air," Aug. 16 (CBS, 11 a.m.), booked through Dorothy Worthington.

GELETT BURGESS, on Vitalis program, Aug. 16 (WHN, 8:30 p.m.); LUCIUS BEEBE, same program, Aug. 23; DR. WILLIAM E. AUGHINBAUGH, same program, Aug. 30; all set by Dorothy Worthington.

DOROTHY BURGESS, FORTUNE GALLO and SAM GRISMAN, on Chamberlain Brown program, Aug. 16 (WMCA, 1:30 p.m.).

BELA BLAU, co-producer of "Having Wonderful Time," on Bide Dudley's Theater Club, tomorrow (WOR-Mutual, 2:45 p.m.).

A. M. SULLIVAN, pioneer in serious poetry over the air, on Norman Corwin's "Poetic License," Aug. 16 (WQXR, 9:30 p.m.).



● ● ● A sponsor and agency are secretly "cooking up" the most radical change in local stations. Idea is to tie up WMCA, WNEW, WINS, WHN, WAAT, etc., for a half-hour and feature one act on this LOCAL hook-up!...J. C. Flippen's contract is up shortly and he won't re-sign. The colonel is set for the balance of the summer Gulf series and may head a fall show for the agency...Archie Fletcher of Joe Morris is in the hospital for observation...Though Jack (Local 802) Rosenberg is on vacation until Monday—he's in town daily doing his chores quietly...Goodman Ace is having theme song trouble...Walter Douglas has obtained fresh money for Donaldson, Douglas & Gumble, thus bringing Jessie Stool in from Chi to head the professional dept....Sharri Kaye remains with Woody Herman when they go to the Normandie in Boston with NBC wires...Ted Collins has Henny Youngman under a three-year pact, and the reports that "so-and-so" is handling the comic are false...Kay Thompson and her girl choir have been signed to appear in Ed Wynn's Broadway musical, "Hooray for What!"...Enric Madriguera and his orchestra played dance music consistently for two hours in the dark—when the electrical storm cut the Surfside lights off the other night.

● ● ● The Colonel from Kentucky is in again!...He makes the plaintive plea that if anyone sees a little pig, answering to the name of "Pinky" running around the streets of New York, please phone Col. Jack Major at CBS...Jack recently received a letter from his grandpa saying that his pet pig "Pinky" was lost...Knowing the power of the radio, Col. Major began his broadcast last week by "hawg calling"...The last heard from "Pinky" was when he passed through Louisville headed East...A liberal reward is offered...Today being Friday the Thirteenth, WNEW will stage a "Man on the Street" broadcast with Ted Webb for all-superstitious people which will be sponsored by 20 Grand ciggies...He will air his show from under the ladder of a Newark theater introducing people who will walk under it with him, break mirrors, spill salt or light three of his sponsor's ciggies on one match. Sponsor will supply mirror, salt, ladder and, of course, the cigarets.

● ● ● Chevy auditions Don Voorhees and D'Artega's bands next week with Jane Froman...Harry Horlick and his troupe featuring Frank Parker are under consideration by an auto sponsor...Frank Black returns to his "Contented Hour" Aug. 23...Raymond Paige auditioned with the Marx Brothers (who are just about set for a commercial) but can't take the job because of present commitments...If Tommy Rigg's "voices" click on the Vallee hour—he will become Charlie McCarthy's "love interest" on the Chase & Sanborn show...Yascha Bunchuk will be aired via CBS from the Casino...By the time this reaches print, Patricia Gilmore may have affixed her signature on a Paramount contract—that's how anxious the flickers are for her beauty and talent...The snobs at the Rainbow Room are becoming ordinary. They stand watching the clever piano-pounding of Jack Kelly in Al Donahue's crew.

● ● ● Herman Goodstein, engineer for WNBC, New Britain, Conn., planted a cucumber patch near the station's transmitter in Newington...During the past several days he noticed that the cucumbers were damaged considerably by what appeared to be rats. He then decided to fix the rodents...Herman put up four stakes in each of the four corners of the garden and strung wire from stake to stake after which he sent a charge of 800 volts of electricity from the transmitter house...The other morning Goodstein went over to the patch and found to his amazement no rats—but a six-inch frog—deader than a piece of paper!

PROMOTION

Cardinals Autograph Wheaties

Six members of the famous Gas House Gang of the St. Louis Cardinals were enlisted by General Mills to further the cause of Wheaties in St. Louis. General Mills, the joint sponsor of all baseball broadcasts from Sportsman's Park, through KWK, home of the Browns and the Cardinals, signed Johnny Mize, first baseman; Joe Medwick, left fielder; Lon Warneke, pitcher; Don Guttridge, third baseman; Pepper Martin, outfielder, and Mickey Owen, catcher, for a one time appearance at 12 local grocery stores prominent in the sale of their product, Wheaties.

The players were divided into three groups of two each, and therefore their task of reaching 12 widely separated spots was considerably lightened. They made the Saturday appearances in order to autograph boxes of Wheaties for the youngsters who flocked from far and near to catch the signature of their Cardinal heroes.

Johnny O'Hara, KWK sports announcer who handles the play by play descriptions for the sponsor, was also a very busy man—running from store to store to introduce the players to the kids and the cash customers. Pepper Martin, faithful to his playing position in the Cardinal lineup, worked the outlying districts of East Alton and Granite City, Ill., across the river from metropolitan St. Louis.

Wheaties Baseball Night

Promotion men of KWTO-KGBX, Springfield, Mo., got a better break than they bargained for in sponsoring a recent Wheaties baseball night. They got a huge crowd, admitted with paid admission and Wheaties boxtop. Had banners and a band. Gathered Springfield Cardinals (St. Louis farm) team around the mike to feed First Baseman Buzz Arlitt a bowl of crackling Wheaties. Arlitt told listeners-in he felt "just like a home-run." Stepped to the plate and knocked the ball over the fence for an easy round of the bases. Fans voted a case of Wheaties for the entire team.

Baseball Announcer Contest

Considerable interest has been aroused by the General Mills (Wheaties) baseball announcers' contest. Ty Tyson, vet ballcaster for WWJ, Detroit is stepping away from the mike this week and trading assignments with other baseball announcers. During the week Harry Heilman of WXYZ, Detroit, Jack Graney of WHK, Cleveland, and Harry Hartman of WCPO, Cincinnati, will be on the WWJ mike in place of Tyson. Tyson and Heilman, meanwhile, will go to Cleveland and Cincinnati to handle games there.

After all the trading is over, fans are to be asked to vote for the best announcers, as they see them—and hear them.



Presently using KFWB's studio theater for "Show Boat," NBC is reported dicker for further use of the Warner facilities pending construction of the new NBC studios. Net is faced with something of a problem with the coming of fall and several new shows which, like Tyrone Power, are planned to go before an audience.

Danny Danker is back "home" from New York. Mel Venter will vacation from his "Feminine Fancies" chore on KFRC following tonight's broadcast, with the emceeing being done in turn by Bob Bence, Herb Allen, Ben Harkins, Walt Guild and Bill Davidson.

Bert Fiske lays aside his baton long enough to resume his "Piano Paintings" on KFWB, Tuesdays and Thursdays, 1:45-2 p.m.

Ben Byers, formerly of Radio Guide, will handle publicity for "One Man's Family," which, despite all reports to the contrary, has moved to Hollywood to stay. Carleton Morse continues as author-producer.

Elza Schallert has been switched by NBC from former Friday spot to Wednesdays at 6 p.m.

Sandy Barnett, writer on Lux, back from vacation and rarin' to go on the new Lux series.

Tom Luckenbill, program supervisor of all J. Walter Thompson shows, is in town from New York accompanied by the family.

"Bud" Vandover, the Tom of the "Tom, Dick and Harry" trio at KHJ, was married recently at Crown Point, Ind., Chicago's Gretna Green, to Marge De Werth, dancer.

Carlton KaDell will play host to a group of high school classmates now living in Hollywood following Hal Kemp's broadcast tonight.

Forest Lawn will be back on KNX with "Reunion of the States" for 52 weeks starting Oct. 3. Will remote from Hollywood Women's Club and be handled by Edward Lynn and Bill Lawrence.

The Yacht Club Boys; Judy, Ann and Zeke Canova, Betty Grable, Bill Frawley and Ben Blue were among the entertainers who did their stuff before a Mutual mike at the premiere of Paramount's "High, Wide and Handsome" at the Carhay Circle last night. George Fischer and Lynne Overman alternated as emcee, and David Broekman supplied the music for this coast-to-coast Mutual event.

The Walkashow at the Egyptian Ballroom, Ocean Park, is still going strong over KMTR twice daily at 4:15-5 and again between 10:15 and 10:30 p.m. The hardy hoofers have been at it since July 2.

Sandy Roth is "conducting" a "swing concert" with transcriptions over KMTR, Saturdays at 5-6.

Minerva Urecal, nee "Mrs. Pasquali," drew a featured role in "Portia on Trial" at Republic. Thelma Weisser set.

One of radio's most versatile young-

ORCHESTRAS - MUSIC

GEORGE HALL and his Orchestra will begin a series of Friday night broadcasts on WNEW at 8-8:30 tonight. This week marks the eight consecutive year that Hall's orchestra has been heard in the Hotel Taft. His WNEW programs will feature Dolly Dawn and the Dawn Patrol. Hall's musical aggregation has been heard coast-to-coast for the past eight years. They have recorded with all the major companies and have been seen in numerous movie shorts.

Happy Felton, the genial orchestra leader, whose band airs nightly over WCAE, Pittsburgh, was forced to cancel a program suddenly Tuesday night, when Ranny Robertson his sax lead was rushed to the hospital with appendicitis.

Aron Gershenow, flute soloist, who frequently appears with leading New York orchestras, will be guest artist on the "Voice of Firestone" program over the NBC-Red Network, Monday at 8:30 p.m. He is one of several guest musicians appearing on this program in the vacation absence of Margaret Speaks, soprano. Gershenow's solo will be "Caprice Tzigane."

Victor Bay, CBS Shakespeare cycle musical director, will soon publish a folio of the centuries-old tunes he unearthed for the program. Bay has a large collection of the songs.

Mark Warnow has over 500 arrangements of popular and classical tunes in his music library, not only on manuscript form but on records. The Blue Velvet maestro has been recording every one of his programs for years.

Robert Emmet Dolan plans to write songs again in the Fall. Dolan was once under contract to a film studio as a songwriter. Among his outstanding songs is "Little By Little," still heard on the air as Little Jack Little's theme song.

Rudy Vallee and his Connecticut Yankees arrive at Eastwood Park, Detroit, for a week's engagement starting Sunday.

Griff Williams and ork, who close their run at the Trianon, Chicago, today, will probably return to the Aragon-Trianon and WGN this win-

sters, George Wood Jr., has the unique distinction of being starred in several transcription programs which are marketed by his father under the title of Wood Radio Productions. Georgie probably holds the record of having appeared on more sponsored programs than any other 14-year-old entertainer in the business, and the disked series include "Song Spots" and "Hollywood Starlets," the latter being "interviews" with juvenile picture stars, with George as interviewer and commentator.

Julietta Novis, soprano, Paul

ter. Ted Weems enters the Trianon on Aug. 27 with a WGN-Mutual wire. Freddie Martin will be at the Aragon starting Sept. 3 with a Mutual line.

Stan Austin and his orchestra will broadcast via WOR from Donahue's in Mountain View, N. J., beginning the first week in September.

Woody Herman and combine open Aug. 15 at Wildwood, N. J., playing a return engagement. Booked for three weeks by Rockwell-O'Keefe.

George Hall and his ork, playing now at the Hotel Taft, have been set for indefinite period at the St. Nicholas Rink, N. Y., by CRA.

Jackie Coogan and his musical-variety unit, featuring Lila Lee, dated for Aug. 25 at "The Club" in Hagerstown, Md., and booked for ten weeks of one nighters throughout the east by CRA. Arriving in New York, Coogan will dicker with the many radio offers that await him.

Irving Rose and his music set by CRA for night of Oct. 2 at Webster Manor, N. Y.

Lee Shelley and his orchestra return to the Willows in Pittsburgh on Aug. 20 for three weeks, and thereafter on optional periods. Set by Rockwell-O'Keefe.

Jimmy Dorsey will lead his band from the stage of Loew's State Theater for week of Sept. 9. Set by Rockwell-O'Keefe.

Mickey Alpert, whose music supplies the background for the elaborate revue, "Riviera Follies of 1937" at Ben Marden's Riviera, has had his engagement extended for the entire season at the Palisade night club. The Alpert aggregation, which features vocals by Lois Kay and Lou Valera and an occasional song by the bandleader himself, alternates on the reversible bandstand with Val Ernie and his Continentals.

Russ Morgan and his ork have been set by CRA for week of Aug. 15 at Manhattan Beach. Morgan's music will be augmented by part of his radio "Phillip Morris" show in featuring the "Swing Fourteen" chorus, Bernice Parks and Louis Julian.

Keast, baritone, and an original radio drama, "R. F. D.," by James Bloodworth, will be heard with Frederick Stark and his orchestra on tomorrow night's "Ecstasy," which originates at KHJ and goes over the Mutual net.

Two youthful singers headed for stardom, Frank Tavaglione, 20-year-old California community opera singer, and Mona Lowe, well-known West Coast blues singer, will be heard on David Broekman's "Music of the Stars" program over KHJ-Mutual tomorrow.



Jack Holden, recently on WMAQ at 6:30 a.m. for Hooker Paint & Glass Co. as the Old Painter, returns for same sponsor on same station on a three-a-week basis Aug. 16.

Joe Dumond, creator of the Josh Higgins of Finchville broadcasts, will visit Gov. Nels Kraschel of Iowa at Des Moines tomorrow to discuss details of their appearance on the National Farm and Home Hour, Aug. 26.

Ed Allen, WGN announcer, is emcee of the floor show at the Empire Room of the Palmer House featuring the De Marcos and Dick Gasparre's music.

Eddy Duchin, who has been in New York for a fortnight because of the death of his wife following the birth of their son, is back in Chicago to direct his band, which opens today at Chicago Theater. Engagement for this week in Minneapolis was cancelled.

Al Viera and his Hawaiians have opened in the Glass Hat of the Congress Hotel with an NBC wire.

Don Thornburgh, CBS vice president in Hollywood, due here today to pick up family visiting here. Plans to return west by way of Canada.

Henry Busse's band, at the Chez Paree, will give a half hour concert in Grant Park Band Shell Monday, Aug. 23.

Morey Amsterdam, producer and emcee of the NBC "Night Club," heads the "Broadway Passing Show" at the State Lake starting today.

Virginia Payne, who plays the role of Ma Perkins, is on vacation to New York, Montreal and Quebec.

Lulu Belle and Scotty are flying to Superior, Wis., Sunday for an appearance at the fair there.

Dorothy Barckman, press agent, flying to New York tomorrow on vacation.

Jess Kirkpatrick pinch-hitting for Quin Ryan on his "Marriage License Bureau" broadcasts. Ryan is off next week for an Alaskan vacation.

Lynn Chalmers, balladeer, and Lon Saxon, tenor, are new on WGN's vocal staff. Both were discovered through house auditions.

Ida Bailey Allen Exploitation

Chain letters started as a stunt by Ida Bailey Allen listeners telling people to listen to her daily feature via WHN has grown in scope. Mrs. Allen announces chain letter idea on the air after project was started and other faithful listeners joined in the mailing. Writers tell friends to watch for certain features on the program.

Connolly Sails

A. F. Connolly, vice-president of Dorland International Inc., sails for South America tomorrow to study markets for clients.

STATION-STUDIO
and
TRANSMITTER

EQUIPMENT

NEW DEVICES
and
IMPROVEMENTS

Latest Technical Developments and Activities in Radio and Television

KHJ and KFRC to Get New W. E. Amplifiers

West Coast Bureau, RADIO DAILY

Los Angeles—KHJ, key station of the Don Lee system, and KFRC, San Francisco, are to be equipped with the new Western Electric Type 110-A amplifiers, with delivery permitting installation and functioning by November, it was announced by Lewis Allen Weiss, general manager of the Don Lee chain.

This latest development of the Bell Laboratories is designed to serve a double purpose. Tests have demonstrated that both stations' signals will be vastly improved in their primary areas and noise levels reduced materially in secondary areas, through compression of program peaks without distortion. It is claimed that the new amplifier will compress 3db of program level, equivalent to an increase of 5 to 10 kilowatts in power, or 100 per cent increase in carrier power.

KSFO Tower Completed

San Francisco — KSFO's new 400 foot antenna tower has been completed. The Truscon tower was erected under the direction of Hartzenger & Zane, engineers of New York.

Installation of the W. E. 5,000-watt transmitter is nearing completion, with new plant to be ready for service before Sept. 1. There is also being installed a "ghost engineer," technically known as an automatic peak volume limiter, which will increase signal intensity to equivalent of 10,000 watts.

New Installations

Hartzenger-Zane Co. has completed installing a new 190 ft. tower for WFAS on the roof of the Roger Smith Hotel in White Plains, N. Y.

Firm also has installed a 350-ft. radiator for CBS station KSFO, San Francisco.

Television Delay

Seattle — Delay in commercial television's arrival is due to manufacturers being loath to start making sets because of tremendous capital required and no assurance yet as to who will foot the bill, said Donald K. Lippincott of Farnsworth Television Inc., San Francisco, while vacationing up this way. He predicted that pure sound will never be supplanted.

Station Improvements

Stockton, Cal.—KGDM has applied for CP to install new transmitter, make changes in antenna, increase power from 1 to 5 kw., change frequency from 1100 to 1150 kc., change hours of operation from day to unlimited and move transmitter.

Atlanta—WAGA has applied for license to cover construction permit as modified for new equipment, increase in power and move transmitter and studio.

Kilgore, Tex. — James G. Ulmer, president of KOCA, has applied for license to cover construction permit for equipment changes and increase in power.

Charleston, W. Va.—WCHS has applied for CP to install new transmit-

ter and vertical antenna and move transmitter 5 miles west of Charleston.

Gary, Ind.—WIND has applied for license to cover construction permit as modified, for changes in equipment and increase in power.

Philadelphia—WIP has applied for license to cover construction permit for new transmitter and antenna, and move of transmitter.

Monroe, La. — KMLB has applied for authority to install new automatic frequency control equipment.

Cleveland—WGAR has applied for CP to make changes in equipment.

Long-Distance Contact

Eric Palmer Jr., Brooklyn radio amateur and operator on several expeditions, who recently joined the staff of WQXR, reports a new radio transmission record. Using a home-made low power short wave transmitter under the call letters, W2GRB, a 11,000-mile contact was established with H. Cooper at Gleneig, Adelaide, South Australia. The transmitter, using only seven watts of power and which was designed for portable work, was reported in Australia as being heard, "strong and clear" in spite of its extremely low power.

Radio Tower Ordered

Major Edwin H. Armstrong, radio inventor and professor of electrical engineering at Columbia University, has placed an order with American Bridge Co. for a 600-ft. steel antenna tower.

Structure will be of lattice-work design and will be erected atop the N. J. Palisades to be used as a sending aerial, or a support for an aerial system, in connection with Major Armstrong's development of the "frequency modulation" type of short wave broadcasting.

Harry Grelck Joining NBC

Harry L. Grelck joins the NBC engineering staff on Monday. He was formerly with WOV.

Canada Buys More Battery Sets

Sale of battery receiving sets to Canadian farmers totaled 17,768 for the first six months of this year. This compares with 9,642 sets sold in the similar period of 1936. Increase in farm income is responsible for the uptrend, which also may indicate that a good number of the Canadian farmers are buying their first radio set.

During the month of June more battery sets than alternating current receivers were sold in Canada. The actual figures were 9,150 battery sets to 5,821 a.c. sets.

Koehler's New Job

Glenn Koehler of the University of Wisconsin engineering department has been named consulting radio engineer, on a part time basis by the state-owned stations, WHA and WLBL.

Bixbee Turns Movie Actor

Pittsburgh — Giff Bixbee, WCAE's personable young microphone diagnostician, has been signed to do a series of screen commercials for a number of local movie houses.

441-Line in Germany

Berlin—Three television transmitters for the 441-line pictures are now under construction in Germany. One is being built here, another on the Brocken and the third on the Feldberg.

New KOIL Transmitter Being Dedicated Sept. 13

Omaha — KOIL's new RCA transmitter and vertical radiator will be completed about Aug. 20, but dedication ceremonies will be delayed until the week of Sept. 13.

In charge of dedication ceremonies is a committee composed of John Henry, general manager of Central States Broadcasting Co.; Bob Cunningham, chief announcer; Paul Hamman, advertising manager, and R. Bruce Wallace, publicity chief.

The new transmitter and 310-foot tower are located in Iowa, two miles east of the South Omaha bridge. The new equipment will increase KOIL's daytime power to 5,000 watts, night power remaining at 2,500.

New KOTN Antenna Is Up

Pine Bluff, Ark.—KOTN has just completed erection of a new vertical antenna atop the Simmons National Bank building. The antenna towers more than 300 feet above street level, and is by far the tallest structure in southeast Arkansas, and will be fed by a concentric transmission line.

R. J. Whitworth, chief engineer, was in charge of installation and moving of transmitting and studio equipment.

Reports indicate that KOTN's primary coverage has been more than doubled.

WJBK's New Studios

Detroit — WJBK's new studio is nearing completion. The room will be especially used for the use of Herbert Mertz and his 45 piece concert orchestra. All large dramatic shows which Jerry Fairbanks will direct will also emanate from there.

Station has recently made application for a change in frequency from 1550 kc. to 1515 kc., to assure better coverage with less interference from other stations.

WIND's New Transmitter On

Chicago—The new 350-ft. antenna at WIND's Gary transmitter has been placed in operation. Station now has a three base system which will greatly improve reception of the station throughout the Chicago metropolitan area.

CHARLES ROSS, Inc.

Formerly Motion Picture Lighting and Equipment Corp.

WE FURNISH
Electrical Lighting Equipment
of Any Kind

FOR RADIO STATIONS
244-250 WEST 49th STREET
New York City Tel. Circle 6-5470-1

☆ Program Reviews ☆

Harry Rose in "GOING TO TOWN"

(Sustaining)

WJZ - NBC Blue Network,
Wednesdays, 8:30-9 p.m.

VARIETY SHOW TURNS OUT TO BE A MUCH BETTER MUSICAL PROGRAM.

Bill Wirges' orchestra, Barker instrumental trio, Norsemen quartet and Carol Weyman, guest vocalist, turned in an excellent musical show. Harry Rose, comedian from vaudeville and also a radio emcee, did a rather poor job in the same capacity here. Jokes were unfunny and he was late many times with his lines. As with most programs of this type, Rose needs better material. His delivery is okay.

Show took time to dramatize "Things That Never Happen." How this got by Phil Carlin's office, we would like to know. Show had another supposedly funny-man billed as Congressman Ray Murray in typical vaudeville hokum chatter. George Givot has done this stuff for years and he didn't make the top rung of the radio ladder.

Richard Maxwell

This daily morning CBS tenor-philosopher strikes a pretty consistent average as a dependable dispenser of "Cheer and Comfort". In addition to a pleasing personality and excellent voice, Maxwell has a fine choice of hymns and of course numerous requests are included.

Maxwell is an entertainer with a mission, and his talks between hymns dwell on the less fortunate youth of the day, such as orphan asylum inmates who are released at adolescent age to go out into the world on their own, and the value to the community in helping these young boys and girls either to get jobs or by adopting them.

Herzer and Zayde

A talented team of pianists, Clifford Herzer and Jascha Zayde, provided a sizzling quarter-hour over WQXR at 6:45-7 last night, the highlight being "The Carmen Fantasy", by Abram Chasins. Taken from the Bizet operatic work, the composition as arranged by Chasins is interspersed with a brief touch of mod-

ern music, but never loses the vein of the main theme. The general effect is quite fascinating. This was a repeat of the number, which was requested by listeners following a recent airing.

Preceding the main work, the pianists warmed things up with "Danse Macabre".

Briefly

"Musical Oddities", presented by Alma Lubin with her own comments, illustrated at the piano and by recordings, is an unusual quarter-hour over WQXR on Wednesdays at 5-5:15 p.m. Persons interested in the study of music, particularly will find it entertaining and instructive.

Another recently initiated WQXR musical shot, "Lyric Cameos", at 6:45-7 p.m. on Wednesdays, does a very nice job of combining vocals with verse. John Salters, actor, and Betty Baxendale, lyric soprano, manipulate the lyrical lines and notes in entertaining fashion.

"Hello, Peggy", Drackett Co.'s new serial on NBC-Blue network, got off to a mild start this week, despite a good cast. Program will be evaluated after another hearing or two.

Dick Himber did a snappy stint of conducting on Wednesday night's "Your Hit Parade" over the NBC-Red network. Though the "most popular tunes of the week" routine has sounded a bit monotonous on occasion lately, the last Wednesday program seemed a bit different.

Norman Corwin has developed his "Poetic License" program into quite an interesting affair over WQXR on Monday nights. Selections are better, the readings are more natural, and there has been some enjoyable novelty in recent presentations.

"The Prince of Pilsen", revived by Jessica Dragonette and Charles Kullman over CBS on Wednesday night, was one of the most entertaining of the operetta series being presented by Miss Dragonette. Which is saying a good deal.

COMING EVENTS

Aug. 12: American Radio Telegraphists Ass'n meeting, Hippodrome, New York.

Aug. 23: Credit Retailers' Ass'n of America annual convention, Hotel New Yorker, New York.

Aug. 25-Sept. 4: Annual Radiolympia Exhibition, British Broadcasting Corp., at the Olympia, Kensington, London.

Sept. 10-12: First annual meeting of Association of Radio News Editors and Writers, Sherman Hotel, Chicago.

Sept. 18-27: International Radio-Television Exposition under auspices of S.P.I.R., Palais de Foire, Lyons, France.

Oct. 21-22: American Ass'n of Advertising Agencies Pacific Coast Convention, Hotel Del Monte, Del Monte, Cal.

Oct. 27-30: Annual meeting of Association of National Advertisers, The Homestead, Hot Springs, Va.

Nov. 1: Inter-American Radio Conference, Havana.

Dec. 8-12: Eighth Annual International Radio Club Party, Havana.

Feb. 1, 1938: International Telecommunications Conference, arrangements being made by General Manager of Egyptian State Railways, Telegraphs & Telephones, Cairo, Egypt.

... Radio's own daily newspaper modestly presents a series of 100 unsolicited testimonials as to what Radioland thinks of RADIO DAILY.

WORLD BROADCASTING SYSTEM

New York City

"... Your coverage of the Chicago convention entitles you to a five-year subscription. Put me down and send the bill each year."

A. J. Kendrick

Vice-President.

KWTO

Springfield, Missouri

"... RADIO DAILY is a splendidly edited publication, fills a great need in the radio publication field, and, in our opinion, is destined for a very bright future."

John E. Pearson

Promotion Manager.

WNEW

New York City

"... This is one time when, in spending \$5.00 for a subscription to RADIO DAILY, I know I am getting my money's worth. I am sure that RADIO DAILY will be a huge success in filling a real need in this industry of ours."

Martin Block

... RADIO DAILY is six months old. It is growing fast. It already has the confidence of a great progressive industry. Watch RADIO DAILY.

KANSAS CITY

Murillo Scofield, formerly at WDAF, has joined the KCMO announcing staff to fill the place left vacant when Lee Roberts was advanced to program director. Margaret Converse has been added to the staff as receptionist.

Vacationers: C. E. Salzer, chief engineer at First National Television Inc.; Harry Kaufmann, WDAF program director, and Ruth Sullivan, secretary to Ellis Atterbury of KCKN.

H. Dean Fitzer, general manager of WDAF, and Frank Barhydt, WHB publicity chief, have returned to work following brief vacations.

W. H. Webb, vice-president of the J. O. Young Advertising Co., has returned from a business trip to Tulsa.

KCKN has put two new live talent musical shows on the air. One, featuring the voices and stringed music of three Mexican youths, directed by Augustin Zamora, is called the "Rio Grande Serenaders" and is heard on a 30 minute Sunday spot, while the other, featuring a stringed ensemble made up of Evelyn Smith, Jack Brown and Lloyd Shanks, is a quarter hour show known as the "Three Islanders," three times weekly.

M. F. (Chick) Allison, KMBC publicity director, leaves Saturday for a two-week vacation at Great Bend, Kas., with his parents.

"QUOTES"

DONALD K. LIPPINCOTT: "Television will never supplant pure sound. Television must appeal to both the ear and the eye. It must be received in a semi-dark room. It's not possible to mind the baby, sweep the rugs or play bridge while you're listening to a television program."

HI ALEXANDER: "What the radio audience is going to want this Fall in its programs is a new comedy approach to entertainment. The old surefire stuff, while still interesting, has been worn threadbare."

ONE MINUTE INTERVIEW

FRANK MUNN

"Radio is rapidly becoming music's Fountain of Youth. The enjoyment of music is closely associated with memory, and hearing old songs, once loved yet now almost forgotten, opens the dam for a warming flood of haunting recollections that gives the average listener one of his greatest thrills. Today the demand for more and more musical numbers has spurred singers and orchestras to revive familiar melodies of other days, arrange them for the modern listener, and give them the new life they deserve."

★ Coast-to-Coast ★

THE story of Ichabod Crane, revived in operetta form under the title of "The Headless Horseman," written by Stephen Vincent Benet with music by Douglas Moore, will be presented Aug. 22 at 8-8:45 p.m. on NBC-Blue Network.

KOMA, Oklahoma City: Raymond S. Ramsey, sports announcer and commentator, leaves shortly for Northwestern University, Evanston, Ill., to take an advance course in football tactics. . . . Catherine Cunningham, formerly at KWTO, Springfield, Mo., is a new member of the production department.

Ed Harvey, who recently took up his new duties as program consultant for the New York State Network, gets lonesome now and then for his old WCAE gang.

WCPO, Cincinnati, is auditioning new talent, including musicians, singers, etc.

Al Iosa, engineer at WBRY, Waterbury, is back from Old Orchard, and Dave Helpert, studio director, has departed for parts unknown.

Charlie Wright, program director at WELI, New Haven, is relaxing in Vermont.

Mary Ford, WELI soprano, is now Mrs. Edward Morrissey.

Mrs. Ida Bailey Allen, whose "Homemakers of the Air" is a daily feature on WHN, has almost completed her three act play with a kitchen background. She is going to ask her listeners to name it.

Phyllis Roque, who was named as the "most looked-at" girl in New York, is now singing every Sunday evening via WHN with Don Albert and his orchestra.

Johnny O'Hara, Sportscaster at KWK, St. Louis, who handles all home games of the Cardinals and the Browns, was the honor guest at the Centennial observation of the village of Mascoutah, Ill.

Mary Lou Meyer, Toledo member of "The Smoothies", girl-trio at WWJ, Detroit, was married recently to George W. Thompson.

Jerry Belcher will take his portable microphone into the home of a family of Hollywood extras for an interview during his "Our Neighbors" broadcast Sunday over the NBC-Blue network. The program will be heard at 3:30 p.m. EDST this Sunday only. On the following Sunday, it will return to its regular time 1:30 p.m.

WSGN, Birmingham: James Evans is back from Miami, where he got a

coat of tan, also visited Bill Pennell of WIOD. . . . Bob McRaney, production manager and organist, has a new son, named Michael Perry. . . . Ira Leslie is the new commercial traffic manager. . . . Walter Membrey, traveler and adventurer, has joined the announcing and newscasting staff. . . . new short wave relay transmitter WAXD recently granted the station is now doing duty. . . . WSGN again gets exclusive broadcast privileges from Alabama State Fair, with elaborate plans for coverage under way. . . . All out-of-town games of Birmingham Barons are being aired via wire, with Henry Vance, veteran sports writer, detailing the plays.

The Devore Sisters were unable to appear in last night's "Moon River" program specially designed by WLW as a salute to KGW, Portland, Ore., on the occasion of the dedication of the new 625-foot transmitter at the latter station. Sydney Mason, narrator on "Moon River," and Herschel Luecke, organist, just back from Europe, prepared special dedicatory numbers.

WHN has completed plans with Dr. H. M. Partridge of the radio division of New York University to broadcast

SAN FRANCISCO

Hal Burdick's "Night Editor" has been renewed for another 13 weeks.

George Breece, musical director of KFBK, CRS affiliate in Sacramento, visiting KYA with his wife. They're here on vacation.

The "S. & W. Junior News" show has been extended till Sept. 15 with the sponsors looking around for a different type of vehicle than the dramatic show to fill a morning spot.

Betty Marino, (Mrs. Lloyd Yoder) directed the combined string trios of the Hotels Canterbury, Wilshire-Drake and Maurice at the former hotel's anniversary.

Beryl Cameron, NBC singing star, back from Hollywood screen test.

KGBC, soon to adopt a 24-hour sked, is planning to get a new studio, perhaps in the Furniture Mart or one of the hotels.

People's Baking Co. start "Bill Mack and Jimmy" on Aug. 16. Disk was waxed in south by Freeman-Lang Co. A flesh commentator will freshen it.

Johnny Wolfe of "Jingletown Gazette" will spend this weekend in Hollywood, coming back Monday.

Kenneth, Spencer, Negro bass leaves Sept. 1 to attend the Eastman School of Music in New York.

a weekly series of dramatizations of famous novels and non-fiction books directly from the Washington Square College of N.Y.U. The program, known as the "N.Y.U. Literary Forum of the Air," will start Oct. 7.

JOHN EBERSON

STUDIO ARCHITECT



ACOUSTIC CONSULTANT

1560 BROADWAY
NEW YORK CITY



RADIO DAILY

Serving the Better Interests of Commercial Radio and Television



VOL. 2, NO. 32

NEW YORK, N. Y., MONDAY, AUGUST 16, 1937

FIVE CENTS

WOR Signs Guild Terms

NAT'L BISCUIT MAY USE NETWORK ON NBC SERIAL

Chicago—National Biscuit Co. is thinking about expanding its serial, "Dan Harding's Wife," now aired over WMAQ locally and on a sustaining basis over NBC, to network proportions in the fall. Show is written by Ken Robinson, NBC continuity editor here. Handled by McCann-Erickson.

19 More Stations Sign Disked Bakery Serial

The following 19 stations have been added to the list which will broadcast "The Freshest Thing In Town," transcribed radio serial, this fall: WWNC, Asheville, N. C.; WSB, Atlanta; KRNT, Des Moines; WFBR, Baltimore; KFEL, Denver; KIEM, Eureka, Cal.; WHBF, Moline, Ill.; WJIM, Lansing; KROC, Rochester, Minn.; WBRE, Wilkes-Barre; WKBN, Youngstown; WFIL, Philadelphia; KSOO, Sioux Falls, S. D.; WEAU.

(Continued on Page 6)

Detroit Outlaws Devices Interfering With Radio

Detroit.—Machines or apparatus interfering with radio broadcasts, short or long wave, are outlawed under a city ordinance just put into effect. Interference will be determined by police department experts, who will or-

(Continued on Page 3)

F. & F. Laboratories Serial

Chicago — F. & F. Laboratories (cough drops) is going for a new serial titled "Jenny Peabody." May be both transcription and split network. Through Blackett-Sample-Hummert.

Burps on Air

New Orleans — Spaghetti went on the air over WWL the other day through the courtesy of a Vieux Carre Italian restaurant which tossed a spaghetti eating contest. Entrants had to eat a pound first to qualify, and WWL put the contest on the air with the announcer particularly worried how to get the sound effects on the air and keep the burps out.

WWJ Celebration

Detroit — In celebration of its seventeenth anniversary next Friday evening, WWJ is staging a special program in its studios at 9:30 p.m.

Invitations to the formal affair have been sent out by William J. Scripps, manager of the station.

WWJ is one of the three oldest stations in the country.

P. & G. TRYING SERIES IN FOREIGN LANGUAGE

Procter & Gamble, through Blackett-Sample-Hummert, is starting a foreign language program for Oxydol. Program will be in Polish and begins today over WJBK in Detroit.

Foreign Language Division of Van Cronkhite Associates, Inc., Chicago, is handling the new Oxydol program which is understood to be a test program for Procter & Gamble.

Program will be two daily five-minute spots of Polish news concerning women. Contract is for 52 weeks.

Nationality Broadcasts New WJAY Commercial

Cleveland—C. A. McLaughlin, sales manager for WHK-WJAY, announces the Kurtz Furniture Co. has signed a contract with WJAY providing for its first series of commercial radio broadcasts, bringing Clevelanders a new daily nationality program. Starting today the show will be featured in the WJAY 2:30-2:45 p.m. spot with Margaret Halmos, prominent local

(Continued on Page 6)

Announcers and Producers Are Granted Increases in Wages and Reduction in Working Hours

INDIANA BROADCASTERS FORMING ORGANIZATION

Indianapolis—At a meeting called by Donald Burton, owner of WLBC, Muncie, and held here last week, formation of an Indiana Broadcasters Ass'n was started, with Eugene C. Pulliam of WIRE being selected as temporary chairman.

The meeting took place at the Indianapolis Athletic Club, where Pulliam was host to the visitors.

William W. Behrman, general manager of WBOW, Terre Haute, is recommended for appointment as di-

(Continued on Page 6)

"Universal Rhythm" Spot Is Relinquished by Ford

Ford Motor has given up the Saturday, 9:30-10 p.m., spot on CBS which it intended to use for "Universal Rhythm" beginning Sept. 11. Pet Milk has taken the period for

(Continued on Page 8)

"Kitty Keene" Live Show

Chicago—"Kitty Keene Inc." goes live over NBC Red starting Sept. 13. Procter & Gamble will continue to use it for Dreft in most of the same markets, adding about two or three new ones. Transcription series also continues. Through Blackett-Sample-Hummert.

American Guild of Radio Announcers & Producers on Friday signed an agreement with the Radio Quality Group Service Inc., the WOR program subsidiary, whereby all WOR announcers and producers will be granted increases in salaries and a reduction in hours. Salary clause goes into effect immediately. Other conditions of contract start Sept. 1 and run for two years.

Negotiations between Alfred J. McCosker, president, and Theodore C. Streibert, executive vice-president, representing WOR, and Roger Bowler, Howard Barnes and John Hayes

(Continued on Page 8)

NEA PROGRAM SERVICE BEING STARTED SEPT. 27

NEA Service Inc., which starts sales this week of its program service based on the same type of features used in 800 newspapers throughout the country, has set Sept. 27, as the delivery date for the first of its features.

All material will be specially produced

(Continued on Page 8)

KFRO Starts Contest On How to Raise Rates

Longview, Tex.—James R. Curtis, president of KFRO, has invited advertising agencies and station reps to participate in a contest on "How to Improve KFRO Rates." Curtis offers \$25 for the best constructive criticism. Contest closes Sept. 15.

★ THE WEEK IN RADIO ★

... WLW Line Expands

M. H. SHAPIRO

EXPANSION of the WLW Line to Chicago and Detroit gives it the definite classification of a "network," with plenty of room for speculation also as to where the next extension will branch out . . . Logically, it may be New England, and away from the spots more densely penetrated by the 500,000 watts of WLW . . . Transamerican otherwise seems to have taken a spurt . . .

Consistent trend toward larger networks is particularly exemplified in

the CBS fall and current accounts, with the daytime average based on seven advertisers using 50 or more stations being 61 outlets each, while 26 night time programs using 50 or more stations struck an average of 75 outlets per account . . .

On the labor front, the network station relations men were seeking to get the broadcasters to come in and talk thing over with the AFM . . . with President Joe Weber of

(Continued on Page 2)

Zenith Radio Mystery

Chicago—Details of the Zenith Radio show starting Sept. 5 on 80 NBC stations are being kept a close secret. Only information forthcoming is that it will be a daring and novel idea of a scientific nature with studio audience participation. First three shows will be teasers, the full idea being revealed in the fourth.



Vol. 2, No. 32 Mon., Aug. 16, 1937 Price 5 C's.

JOHN W. ALICOATE : : : Publisher

DON CARLE GILLETTE : : : Editor

MARVIN KIRSCH : : : Business Manager

Published daily except Saturdays, Sundays and Holidays at 1501 Broadway, New York, N. Y., by Radio Daily Corp. J. W. Alicote, President and Publisher, Donald M. Mersman, Treasurer and General Manager; Chester B. Bain, Vice President; Charles A. Alicote, Secretary; M. H. Shapiro, Associate Editor. Terms (Post free) United States outside of Greater New York, one year, \$5; foreign, year, \$10. Subscriber should remit with order. Address all communications to RADIO DAILY, 1501 Broadway, New York, N. Y. Phone Wisconsin 7-6336, 7-6337, 7-6338. Cable address: Filmday, New York. Hollywood, Calif.—Ralph Wilk, 6425 Hollywood Blvd. Phone Granite 6607.

Entered as second class matter April 5, 1937, at the postoffice at New York, N. Y. under the act of March 3, 1879.

FINANCIAL

(Saturday, Aug. 14)

N W YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Am. Tel. & Tel.	170 7/8	170 1/8	170 7/8	+ 7/8
Crosley Radio	20 3/4	20 1/8	20 3/4	+ 3/4
Gen. Electric	58 1/2	58	58 3/4	+ 3/8
North American	27 3/4	27 1/4	27 3/4	+ 1/4
North American pfd.	54	54	54	+ 1/4
RCA Common	11 3/4	11 5/8	11 5/8	...
RCA First Pfd.	74 3/4	74 3/4	74 3/4	+ 1/2
Stewart Warner	18 7/8	18 3/4	18 3/4	- 1/8
Zenith Radio	40 5/8	39 3/4	40 5/8	+ 1 3/8

NEW YORK CURB EXCHANGE

Hazeltine Corp.	16 3/4	16 3/8	16 3/8	...
Majestic	3 3/8	3 3/8	3 3/8	+ 1/4

KFXD Modernization

Nampa, Ida.—KFXD, with main studio here and remote studios in Boise and Caldwell, is carrying on a modernization program, having last year constructed a \$5,000 studio and building in Caldwell and this year is rebuilding its Nampa plant. When completed, KFXD will have one of the most modern and unique broadcasting systems in the northwest.

The present Western Electric equipment is being augmented with the latest in the same make, making this station 100 per cent factory built. The installing of all equipment is under the able supervision of Eddie Hurt, KFXD's chief engineer.

FRANK DeGEZ

CUSTOM CLOTHES

46 WEST 48 ST.
NEW YORK

BR York 9-9746

It's a great feeling to be really well dressed at all times. Fine imported materials smartly tailored will give you that feeling. We know. We have been dressing some of the best known Radio, Stage and Screen artists for years. Suits priced \$65.00 up.

★ THE WEEK IN RADIO ★

... WLW Line Expands

(Continued from Page 1)

the latter organization mostly repeating and continuing the same type of discussion that prevailed during the session of the AFM Executive Board. . . . In Washington, the NAB, with the backing of the leading webs, sent out a communication charging unfairness in the methods of the AFM. . . . In the case of WHN, which seems to be in the middle of the ARTA and AFL controversy, argument was held before the NLRB and decision reserved. . . . ARTA incidentally, voted to change its name to American Communications Association.

Also from the Capital came Senate approval of an inquiry into the broadcasting industry. . . . some New Dealers prefer a "strong man" be made head of the FCC to forestall such an investigation and avoid possible embarrassment due to the Roosevelt family interest in radio. . . . group of broadcasters fearing the government is not very much interested in prosecuting its anti-trust action against Ascap, et al, is seeking to withdraw support of the suit

and see if Ascap will appreciate it. . . . FTC notified the popular music industry that a hearing on its fair trade practice code would be held early in October. . . .

Combined network gross billings rise 27 per cent for the first seven months of 1937 as compared to same period a year ago. . . . NBC daytime billings rose 38 per cent in July against a year ago, while daytime gross for the first seven months was up 74.2 per cent. . . . New Orleans outlets went on record as being opposed to a policy which would eliminate spot announcements and program break etc. . . . as proposed by WWJ, Detroit. . . . Squawk lodged with Notre Dame charged WLW with corner cutting around the non-commercial football games. . . . Understood that Kellogg is interested via Transamerican for broadcast series. . . .

American Federation of Radio Artists continues to set its organization and will probably receive formal jurisdiction over the field from the 4 A's this week. . . .

Van Cronkhite Acquires Dunkel Football System

Chicago—Van Cronkhite Associates Inc. has secured exclusive sales and programing rights to the Dick Dunkel Football Forecasting System. Dunkel, chief radio buyer for Benton & Bowles, is currently in Chicago for conferences with VCA sales executives. Understood the deal was completed several months ago, but announcement withheld until VCA localized plan for radio station use.

Dunkel system is going into its third year for Atlantic Gasoline in 18 eastern states over CBS, NBC and regional networks.

According to John Van Cronkhite, VCA president, radio broadcasting rights are now available for all states west of Ohio and the Carolinas.

Atlantic Gasoline state that in 1936 over 700,000 persons came into Atlantic stations each week for the Dunkel forecast sheets.

Joan Blaine Back on Air

Joan Blaine, former star of "Tale of Today" over NBC out of Chicago, flies from New York to Detroit next Sunday to inaugurate the fall course of Sunday evening full-length dramas over WWJ. She will be starred in "Jane Clegg," by St. John Ervine. Wynn Wright will play opposite her.

Skelly's "Missing Heirs"

Chicago—Skelly Oil has decided to go for "Court of Missing Heirs," if it can find suitable facilities. May be either transcription or network. Through Blackett-Sample-Hummert agency.

Alex Gray in Chicago

Chicago—Alex Gray, baritone, has opened at the Palmer House, Empire Room.

Warning Issued by NAB On Misuse of Fan Mail

Washington Bureau, RADIO DAILY
Washington—Warning against creating vast sucker lists compiled from radio fan mail was issued by Managing Director James W. Baldwin of the NAB, who, in the latest NAB Reports, cites cases of organizations frankly seeking to obtain such information. Baldwin requested that all members refrain from either renting or selling letters received in answer to broadcast offers, or the usual run of fan mail.

KOA Personnel Shifts

Denver—A. W. Crapsey has been appointed commercial manager to work with Robert H. Owen, who was promoted to manager of KOA following the transfer of A. E. Nelson to Pittsburgh. James R. MacPherson was named merchandising director. C. A. Peregrine succeeds Owen as engineer in charge, Walter L. Morrissey replaces Peregrine as control supervisor and Clarence Moore remains as program director.

Girl for A. B. Chamberlain

A. B. Chamberlain, CBS chief engineer, is the father of another girl, born Friday in the Park East Hospital, where mother and newcomer are doing nicely. This makes two boys and two girls for Chamberlain. Latest is named Nora Angil, after her two grandmothers.

Ray Perkins Renewed

WOR has renewed the contract of Ray Perkins, comedian and emcee featured on the "Hi There, Audience!" variety show Sundays at 8:30-9 p.m. Embassy Trio, girl group, also has been re-signed.

COMING and GOING

HERBERT R. EBENSTEIN, president of Atlas Radio Corp., and LEON LEE, advertising director, have returned from a short trip to Providence, Waterbury, New Haven and Boston, setting dates for the various Atlas shows in that territory.

ALFRED NILSON, WOR remote engineer, vacationing up the Hudson.

CLEM MCCARTHY, NBC sports commentator, will cover Joe Louis' camp at Pompton Lakes, N. J., on Aug. 24.

ED SULLIVAN returns from abroad today on the Normandie.

INA CLAIRE sailed Saturday for Bermuda.

DICK HENRY of the Wm. Morris agency arrives on the Normandie today.

WALTER WADE, Chicago advertising agency executive, is expected in New York early this week.

IRVIN REIS, director of the Columbia Workshop, sails Aug. 25 on the Washington for England to visit the BBC studios, Dublin's Radio Athlone and the Radio Avro of Holland. He will study foreign drama methods.

EDDIE GREEN, colored comic, left for Hollywood on Friday.

GERTRUDE BERG of the famed "Rise of the Goldbergs," arrives in New York on Aug. 19.

E. P. H. JAMES, sales promotion manager of NBC, left for Denver on Saturday to make a talk before drug trade convention tomorrow.

BILL NEAL, trade news division of NBC, left Saturday on two-week vacation.

MOLLIE BAYE of the Kass-Tohner office, radio producers, has returned from a week-end at Atlantic Beach.

GRAHAM McNAMEE picked Rocky Point Inn, Fourth Lake, in the Fulton Chain of the Adirondacks for his vacation.

BOB FRENCH of WHKC, the Mutual affiliate in Columbus, has returned to that city after a brief visit in New York.

PIERRE DE LANUX, French economist and radio commentator, sailed Saturday from New York on the Champlain for France.

HAL MAKELIN of WIND, Chicago, has returned to that city from New York after a successful trip, closing several large contracts.

JIMMY SCRIBNER, whose one-man show, "Johnson Family," starts on the Mutual network Aug. 23, is visiting his home town, Norfolk, Va., where he is gathering material for his programs.

FRANK FOSTER of Hearst Radio left Saturday for a two-week vacation on Cape Cod.

STATION EXECUTIVES in town late last week to confer with CBS station relation executives over AFM terms were: George Smith, WWVA; O. J. Kechnner, WMMN; Sam Woodward, WFBL; Tom Lyons, WCAO; Allen Simmons, WADC, and M. Wheeler, WESG. More station men will be in town this week.

NEW AND BETTER TIME

for the

COLONEL FROM KENTUCKY

(Col. Jack Major)

4-4:30 EDST

Mondays, WABC-CBS Network

AGENCIES

ROLAND MARTINI, vice-president of Gardner Advertising Co., New York, is in Hollywood for two weeks on agency affairs, including a conference with Jack Proctor on the Marion Talley-RyKrisp show and a forthcoming new one.

ADVERTISING agency execs. seem to be having a "gathering of the clan" in Hollywood. Louis Brockway and Bryan Houston, Young & Rubicam; Al Whitman, Benton & Bowles, and Leigh Crosby of Chicago office of Blackett-Sample-Hummert, all on coast, as well as group of General Foods tycoons conferring with J. W. Nicholson, supervising radio for General on the Coast.

MAC WILKINS, president of Mac Wilkins & Cole Inc., with headquarters at Portland, Ore., has been appointed a member of the national committee on radio broadcasting of the American Ass'n of Advertising Agencies.

GREY ADVERTISING AGENCY INC. is handling the account of Pinaud Inc., which plans a newspaper and magazine campaign for its "Set-up" shaving lotion.

BRIGGS & VARLEY INC. is the agency for Shick Dry Shaver Inc., planning a promotional drive.

MILT SHAPIRO and Sam Bushman are opening an agency in the Jefferson Building, Philadelphia, servicing the trade as advertising counselors for advertising, publicity and promotion.

FROM CHICAGO: W. B. Henri of Henri-Hurst-McDonald agency vacationing at Lake Geneva, Wis. . . . Jack Hurst of same agency has departed for month on his ranch in Wyoming . . . Ted Vanderbie and Walter Rubens of Vanderbie & Rubens are in Detroit to talk with a client . . . Walter Wade of Wade agency to New York in connection with waxing of Alka Seltzer series at World Broadcasting system . . . Buckingham Gunn of J. Walter Thompson agency and his bride have moved into a newly completed garage apartment in Evanston . . . Ed Ale-shire of radio department of H. W. Kastor & Sons on vacation . . . Ronnie Ames of Fred Waring crew in town in connection with forthcoming opening of the crew at Drake Hotel.

HENRY T. EWALD, head of Campbell-Ewald, Detroit, is again spending a few hours daily at his office, after being laid up for some time due to an eye trouble.

BARNES & AARON, Philadelphia, is handling the Pennsylvania state publicity campaign.

15 years experience in advertising—retail, agency and radio promotion for leading network. Available September 1. Write Box A-105, RADIO DAILY, 1501 Broadway, New York City.

NEW PROGRAMS—IDEAS

WHEC Covers the Front

WHEC, Rochester, has really covered the waterfront. Since early July, an average of three broadcasts weekly have been aired from Ontario Beach Park, a municipal park on the shore of Lake Ontario. Kind of broadcasts have been as varied as the many points of interest at any combination swimming beach, park, and port of entry. Swimmers have been interviewed, man-on-the-street idea has been used everywhere from the merryground to the lake itself; vacationists going and coming via the Canada Steamship Docks have provided the best of material for interesting sidelights.

History of the Port of Rochester and interesting facts concerning the lake itself have provided an educational side to programs. WHEC's short wave pack transmitter has been used to send out lessons in swimming and life saving directly from life-guard boats out on the lake.

Program Director Morden Buck and Ken French were almost lost to the station when interviewing people on a Canada Steamship—they failed to hear the warning blast. A quick sign-off and a quicker leap-off saved the day.

Programs have proved popular sustaining features, and considerable favorable comment has followed.

News from Audience

A new program that is gaining the attention of both men and women listeners in the southwide audience of WBT, Charlotte, is the Carolina News Reporter, a sustaining spot featuring Lina Covington Harrell. Miss Harrell gives a condensed, but pointed, quarter hour of comments on news that she picks up from day to day and which her audience is sending to her in steadily increasing volume. The first fan letter she got after her first day's broadcast from

10:45 to 11:00 a.m. was from a man who congratulated her on the smoothness of her voice and welcomed her to what he called his exclusive list of "must-be-heard" programs.

"New Games and Old"

New feature to hit the air over WTMJ, Milwaukee, last week, is "New Games and Old." Built to entertain the thousands who enjoy parlor games of any kind, "New Games and Old" presents a program utilizing a studio audience which plays the games the master of games requests. Word Building, Ghosts, Animal, Mineral or Vegetable, and a lot of other popular games come in for their turn. Bill Evans, newest WTMJ announcer, M.C.'s the show, and does a grand job. This should be a real stunt for sponsorship.

Yes or No

Variation of the Professor Quiz idea, KFOR, Lincoln, has a program for 15 minutes nightly called "Mr. Yes-and-No." It's handled by J. B. Lake and J. Gunnar Back. Stunt calls for three statements made to each person interviewed which can be answered yes or no. If the one questioned answers all of them correctly, he gets a prize. Although the questions are surprisingly simple, very few hit all three right. It has a good listening audience.

Golf Clinic on Roof

A Sunday afternoon "Golf Clinic of the Air," broadcast from atop the Merchandise Mart, Chicago, with a "studio" audience of 500, is being launched by WENR, to continue as long as weather permits. Duncan MacPherson, golf pro, is head man. He will interview famous golfers, and there will be illustrated golf lessons, a limerick contest and music by Roy Shield's orchestra. Ken Fry is handling details.

Detroit Outlaws Devices Interfering with Radio

(Continued from Page 1)

der cessation of apparatus which violates the ordinance. Violation will be punishable by \$500 fine or 90 days in jail or both. The ban does not apply on apparatus or devices used in interstate commerce or authorized or licensed by Federal law.

KGER Appoints Rep

West Coast Bureau, RADIO DAILY

Los Angeles—Wilson Robertson Co. has been appointed national representatives for KGER of this city and Long Beach.

Bill Lane Starts Agency

Syracuse—Bill Lane has resigned as commercial manager of WSYR and will open his own advertising agency. Lane, former secretary to the Mayor, is Republican candidate for president of the Syracuse common council.

GUEST-ING

JAN PEERCE, on "Music Hall of the Air," Aug. 22 (NBC-Blue, 12:30 p.m.).

MARION TELVA, on "Magic Key of RCA," Aug. 22 (NBC-Blue, 2 p.m.).

RAMON NOVARTO, JOE COOK and DORIS KERR, on Gulf summer program, Sept. 19 (CBS, 7:30 p.m.).

NORMAN CORDON, Metropolitan opera bass-baritone, on "Hit Parade," Aug. 21 (CBS, 10 p.m.).

LUCY MONROE, CLYDE BARRIE, NANCE O'NEILL and JOHN HENDRICK, on "Hammerstein Music Hall," Aug. 20 (CBS, 8 p.m.).

JOEL McCREA, HUMPHREY BOGART and ANDREA LEEDS, in scenes from "Dead End," on "Hollywood Hotel," Aug. 20 (CBS, 9 p.m.).

VIVIENNE SEGAL, on Bide Dudley "Theater Club," Aug. 17 (WOR-Mutual, 2:45 p.m.).

ELISSA LANDI, on "Sealtest Sunday Night Party," Aug. 22 (NBC-Red, 10 p.m.).

WILLIE HOWARD, MAUREEN O'SULLIVAN, JOHN McCLAIN, ship news reporter, and third appearance of TOMMY RIGGS and BETTY LOU, on Rudy Vallee program, Aug. 19 (NBC-Red, 8 p.m.).

ARTHUR CREMIN, director of New York School's of Music, discussing "Talent Tests" on Vivian Shirley's program, Aug. 17 (WNEW, 2:45 p.m.).

SHEILA BARRETT and VIOLA PHILO, on Ben Bernie program, Aug. 24 (NBC-Blue, 9 p.m.).

SHIRLEY ROSS, on "Your Hit Parade," Aug. 25 (NBC-Red, 10 p.m.).

JUDY STARR and RED SKELTON, on "Broadway Melody Hour," Aug. 18 (WOR-WHN, 8 p.m.).

Ritz-Carlton on Air

The first venture in radio by the world famous Ritz-Carlton Hotel of New York will start on WQXR today when the hotel begins spot announcements to advertise its Japanese Gardens. Contract was placed through J. Walter Thompson.

Under Same Management

★ ★ ★

WSYR,

Syracuse, N. Y.

WJTN,

Jamestown, N. Y.

WNBX,

Springfield, Vermont

★ ★ ★

Represented by

PAUL H. RAYMER COMPANY

EAST COAST RADIO FEATURES LIMITED,

The ideal auxiliary for advertising agencies who have no Radio facilities.

Modern in equipment and ideas.

Hugh C. Ernst President
James B. Underwood General Manager
BRyant 9-4268-9 71 W. 45th St., N. Y.

ORCHESTRAS MUSIC

AL DONAHUE is spending much money in the development of his orchestra and organizing a show unit within the organization. Entertainment features now include Durrelle Alexander, male glee club, String Choir and instrumental solo novelties with Donahue himself as singing and violin soloing emcee. All novelty numbers are arranged around Durrelle and include special costumes and tricks to match. Activity is said to be in readiness for going on the market as radio commercial outfit. Donahue never having worked in this capacity heretofore. Bag of new tricks will be broken in on the New Orleans Hotel Roosevelt engagement before being sprung on local audiences in the Rainbow Room beginning October 12.

Fred Waring troupe disbanded in Chicago on Friday for two weeks' vacation before opening at Drake Hotel with a Mutual wire. Fred and Tom went first to New York. Rosemary Lane hot-footed it back to California to be screen tested for Warner's "Hollywood Hotel." Priscilla Lane went to visit friends and relatives in Indianola, Ia. Ferne (Buckner) the Fiddler to Santa Fe. Johnny Scat Singer Davis left the troupe in California for more work at Warners, and Gene Conklin, tenor, left the crew for a west-coast sustainer.

Fran Allison's NBC theme tune, "I've Only a Song to Bring You," especially written for Fran by Lou Webb, WMT Waterloo staff organist, has been accepted for publication by Will Rossiter of Chicago. "Two Silhouettes in the Moonlight," another Webb composition, has also been accepted for publication. It will be featured sometime soon by the Cadets, NBC Blue entertainers. Lou is organist for Libbie Vaughan's Magic Kitchen program.

Leon & Eddie's "Isle of Pago-Pago" Revue will have a talent lineup including Three Variety Boys, Corliss and Palmer, Kathleen Maye, Diosa Costello and her Cuban Bongo Drummers, La Verne Troupe; Haines, Tate and Simpson, Aloha and Her Hula Girls, Billy Reed, emcee, and Lou Martin and his ork.

Bernard Barton and his National Attractions of Washington are now located in New York, handling Edgar Hayes bookings. The Hayes ork, with Joyce Tucker, started its first tour last week at Youngstown, O.

Jimmie Lunceford and his orchestra started their first vacation in four years yesterday. They open Aug. 29 at Roton Point, South Norwalk, Conn., and will tour to the coast, arriving at Sebastian's Cotton Club, Culver City, Oct. 4.



PETTY CASH VOUCHER

Week ending August 13th!

● ● ● Saturday... We hear the most startling bit of news—yet failed to print it all week. Jack Pearl's straight-man and partner of the airlines, Cliff "Sharlie" Hall, will call "finis" to the relationship and team up with Sid Marion, former burlesque comic. The duet is now being submitted to agencies and sponsors... Pearl apparently does not know of this sudden reverse—being over 3,000 miles away—enjoying himself on the continent!

● ● ● Sunday... Word comes from WBT, Charlotte, that Announcers Caldwell Cline, Bill Bivens, Lee Kirby and Reginald Allen concocted an impromptu version of a bridge party, giving the in-anities, chatter, etc., that goes on during a game—and got Charles Crutchfield, program director, all "hepped up" into airing just such a show. They haven't set a date for the broadcast so we decide to write for a recording when it's done... That night over to the Riviera, where Eddie Garr is doing the funniest imitation of his career—that of Roy Atwell describing the yacht races... Mickey Alpert rushes to the phone a second after he's through airing—to phone his fiancée, Kathryn Rand, for criticism. He's elated because she says it's great. What did he expect?

● ● ● Monday... Joe Rines phones. He wrenched his hip and wanted a doctor, but we sell him the idea to visit the Sunken Gardens and hear Willie Farmer's band... Thence to the viewing of the Jack Benny flicker where the top air comic merits the addition of "screen"—for the first time.

● ● ● Tuesday... With the Mervyn Rosenthals we visit Barney Gallant's Village spot, where Betty Bowker pounds the piano in a fascinating manner... Later we find Milton Berle, the "loneliest man in town," sitting at a sidewalk table of Dave's with Judy Malcom, Freddie Rich and writers Hank Garson and Al Lewis. Berle and the writers knock themselves out cross-firing imbecilic wordage—but before the guys in the white jackets come around, we go over to Jack Osterman's where Ralph Wonders and Jules Albern are amazed to find Jack the greatest singer around... Benny Davis resents our criticism on his voice and we regret saying a word.

● ● ● Wednesday... "Billy & Gay" on WMCA's Sachs show are being criticized by listeners for imitating Kay and Buddy Arnold. They ARE Kay and Buddy!... Luther Weaver of Weaver & Associates of St. Paul writes that August J. Sommer of his city is Fan No. 1 of "One Man's Family." Sommer writes that he hadn't missed more than four shows since it first came thru from Frisco which he got via KOA. Denver, when it was a sustainer.

● ● ● Thursday... Back in '32, Rudy Vallee was criticized by Jerry Wald for wearing smoked glasses, but today, at NBC, Rudy hands Jerry his blinkers—because Wald has to avoid recognition NOW... Harry Horlick complains that he's been on the A. & P. show for 14 years and people think he's an old, grey-headed guy. He really began when he was 21... After he was on the air for 10 years for the one sponsor—he was afraid that the job might not be STEADY!

● ● ● Friday... Decide to save money on parking in a garage, so we leave the car on Broadway—unknowingly in front of the Finance Co. building. It wasn't there when we came back, so we have to pay an installment PLUS a "service charge" for removing the car!

TOTAL EXPENSE... \$35 for a payment and \$25 for "servicing the Car!"

AUDITOR'S REMARKS: Request denied! That's enough for a down payment on a NEW CAR!

NEW PATENTS

Radio and Television

Compiled by

John B. Brady, Attorney

Washington, D. C.

2 089 174—Starter for Fool-Type Tubes. John M. Cage, Schenectady, N. Y., assignor to General Electric Co.

2 089 218—G'ow D'scharge Device. Hallam E. Mendenhall, Summit, N. J., assignor to Bell Telephone Laboratories.

2 089 260—Grid Detection Circuit for Wave Lengths Below One Decimeter. Hans Erich Hollman, Berlin, Germany, assignor to Telefunken Gesellschaft für Drahtlose Telegraphie m.b.H., Berlin, Germany, a corporation of Germany.

2 089 270—High Frequency Amplifier System. Frederick A. Kolster, New York, N. Y., assignor to Federal Telegraph Co., San Francisco.

2 089 271—Electrical Coupling System. Frederick A. Kolster, New York, N. Y., assignor to Federal Telegraph Co., San Francisco.

2 089 409—Phase Correcting Means and Method. Russell S. Ohl, Little Silver, N. J., assignor to Bell Telephone Laboratories.

2 089 540—Mercury Vapor Rectifier. Walter Dallenbach, Berlin-Charlottenburg, Germany.

2 089 541—Electrode Lead-In for Metal Vacuum Vessels. Walter Dallenbach, Berlin-Charlottenburg, Germany.

2 089 542—Electric Vacuum D'scharge Apparatus. Walter Dallenbach, Berlin-Charlottenburg, Germany.

2 089 546—Cathode Ray Tube. Bernard Phineas Dudding, Oxhey, and Leslie Connock Jesty, Wembley, England, assignors to The General Electric Co., Limited, London.

2 089 555—Electrical D'scharge Device. Albert W. Hull and Le'and B. Snoddy, Schenectady, N. Y., assignors to General Electric Co.

2 089 561—Selective Transmission System. Edmund A. Laport, Glen Ridge, N. J., assignor to Wired Radio Inc., New York.

2 089 568—Diversity Receiver. John B. Moore, Riverhead, N. Y., assignor to RCA.

2 089 588—Television Apparatus. Denes von Mah'v Berlin, Germany.

2 089 637—Signal Receiving Systems. George P. Adair, Takoma Park, Md.

2 089 639—Intelligence Transmission. Alda V. Bedford, Collingswood, N. J., assignor to RCA.

2 089 647—Tube Element Shock Absorber. John J. Gauber, Newark, N. J., assignor to Arcturus Development Co., Newark, N. J.

2 089 654—Electrical D'scharge Device. James D. Le Van, Watertown, Mass., assignor, by mesne assignments, to Raytheon Manufacturing Co., Newton Mass.

2 089 677—Devices for Tracing the Movements of Objects. Leon Ladislaus von Kramolin and Hans Joachim Spanner, Berlin, Germany.

2 089 692—Cathode Ray Tube. Erwin Drenwanz, Berlin, and Ernst Bruch, Berlin-Reinickendorf-Ost, Germany, assignors to General Electric Co.

2 089 695—Oscillation Generator. George W. Fyler, Stratford, Conn., assignor to General Electric Co.

2 089 781—Keying. Werner Buschbeck, Berlin, Germany, assignor to Telefunken Gesellschaft für Drahtlose Telegraphie m.b.H., Berlin, Germany.

2 089 785—Transmission. Christiaan Jan de Lussanet de la Sabloniere, Eindhoven, Netherlands assignor to RCA.

2 089 811—Keying. George Emerson Pray, Oceanport, N. J., assignor to RCA.

2 089 817—Indirectly Heated Cathode. Paul W. Stutsman, Watertown, Mass., assignor to Raytheon Production Corp., Newton, Mass.

2 089 830—Light Sensitive Apparatus. Lars O. Grondahl, Pittsburgh, Pa., and Paul H. Geiger, Ann Arbor, Mich., assignors to The Union Switch & Signal Co., Swissvale, Pa.

Radio Education Fund

Washington Bureau, RADIO DAILY

Washington—A sizeable portion of the annual authorization of \$100,000 to establish and run a Division of Fine Arts in the Federal Office of Education, as set forth in a bill he has introduced, will be allocated for radio, Congressman McGranery says.

Eighth Year for Jack Miller

Jack Miller starts his eighth year as accompanist and conductor for Kate Smith when she starts her new CBS series on Sept. 30.



KMTR, long cramped for space in Dalton Finance headquarters and using rooms in Hollywood Knickerbocker Hotel for live talent shows, has made an arrangement with Frank Purkett of Associated Cinema Studios to use one of the four ACS studios at certain hours of the day for live broadcasts. Another room is being fitted up for transcription programs but Purkett emphasizes that arrangement will not curtail Associated Cinema facilities nor affect CBS rehearsals presently utilizing studio space. Purkett further stated that the deal is a temporary one and effective only until Vic Dalton can build a new KMTR or find adequate quarters under one roof.

Jane Rhodes, vocalist with Johnny Green on Packard show was guest of Al Poska on "Listen, Ladies" over KEHE last Friday.

Bill Hay, announcer for Amos 'n' Andy, off for day or two account of throat infection. Joe Parker capably subbing.

Gogo DeLys was laid up with a touch of food poisoning for a few days but recovered sufficiently to assure appearance on "Hollywood Showcase" Saturday.

H. A. Beauchamp and Son sponsoring KNX-Fletcher Wiley "Sunrise Salute" for limited time to see if super-salesman Wiley can sell bird food with that convincingly-neighborlike voice of his.

Dorothy Lansberg, secretary to Don Thornburg at CBS, off to New York for two weeks' vacation. Probably do a "busman's holiday" stunt and visit Radio City.

Eddie Albright's Family moves into the sponsored classification on KNX, Sept. 30, with Chamberlain Laboratories contracting for 52 weeks, six times weekly, at 8:15-8:30 p.m.

Wilbur Hatch gets his first vacation in 15 years when he takes a British weekend—Thursday to Monday—at San Clemente with his family.

Jack Kapp, president of Decca Records, is in town for two weeks of observing the local situation.

KHJ will broadcast the fourth of the series of programs picturing progress on the Colorado River aqueduct from Parker Dam Saturday, 6-6:15, over the Mutual network.

Sybil Chism, organist who looks like a movie star and who learned all the pedals and stops while playing organ in Fox-West Coast theaters, sneaked into an NBC audition the other day and took one of those new-fangled Hammond electrics in hand to such good purpose that she Vox Humana-ed herself right into the organist's spot with "One Man's Family."

Columbia Artists Inc., with Larry White in charge, moved into the Equitable building last week, joining the radio procession into the Taft,

RADIO PERSONALITIES

No. 60 in the Series of Who's Who in the Industry

VICTOR M. RATNER, 33-year-old director of sales promotion for the Columbia Broadcasting System, is one of radio's "old timers." He joined CBS less than three years after the formation of its network and since that time has been in close contact with developments in the industry.

Ratner was born in New York City on June 10, 1904. He attended Columbia and Michigan Universities and entered the advertising field soon after graduation.

He resigned from the vice-presidency of the J. L. Arnold Co., a small advertising agency, on Aug. 4, 1930, to become assistant to Paul Kesten, now CBS vice-president and then sales promotion director. Mr. Ratner became director of the department in November, 1935.

Ratner is married and lives in New York City. His hobby is a Vermont farm which he seldom visits because of the pressure of his work. He is a wide reader of works on modern science and is the author of many articles on radio broadcasting.



Reads books on science, and writes on radio....

Time and Stations Set On "The Passing Parade"

John Nesbitt's "Passing Parade," which Duart will sponsor on Mutual starting Sept. 12, will be heard Sundays at 9-9:15 N. Y. time over WOR, WGN, CKLW and WAAB, and at 12:15-12:30 a.m. N. Y. time over 10 Don Lee network stations. Between now and Sept. 12, program will be aired as a sustaining.

Bill Goodwin Joins Esty

West Coast Bureau, RADIO DAILY

Los Angeles — Bill Goodwin, CBS producer-announcer, has resigned and is joining Wm. Esty agency as first aide to J. Savington Crampton on Jack Oakie's College. Understood Goodwin still retains announcing assignment on Camel as well. Harry Holcombe returns to New York to handle the Benny Goodman end of the program, which will be piped from the East to dovetail with the Oakie cavortings here.

Equitable, Guaranty and Security buildings.

Eddie Anderson did the Bill Robinson role in "One Mile from Heaven," 20th-Century-Fox, on "Hollywood Hotel" last Friday.

Charles Judels was signed for six additional guestings with Burns and Allen following his click last Monday night.

KEGR briefs: Lee Wynne has changed duties from announcer to director of public relations... Gordon Mills, formerly at KFI, KFVD and KGFJ, is an addition to the announcing staff... Cleve Roberts has joined as news editor, coming from KOL, Seattle; he will supervise handling of Transradio teletype news, via teletype recently installed... Station now features five-minute news periods every hour and a 20-minute summary at night... New RCA turntables have been installed to handle the WBS transcriptions now being used.

WTAQ-WHBY Dedication Sponsored for 14½ Hours

Green Bay—Fourteen and one-half hours of broadcasting dedicated to the opening of the new WTAQ-WHBY studios atop the Bellin Building are being sponsored by Green Bay merchants, the programs starting yesterday and running through today. WTAQ was also saluted by a half-hour dance music program played by Jay Freeman over CBS at 9:30-10 last night.

A sustaining feature over both WTAQ and WHBY today will be the interviewing of staff members and department heads by the Managing Director of the stations, Rev. Father James A. Wagner, O. Praem. In these interviews staff members will tell of their particular duties in connection with the operation of the two radio stations.

Workshop Plays from Abroad

Columbia Workshop will air two plays from abroad next month. "Death of a Queen," adapted from Hillaire Beloc's "Marie Antoinette," will be transmitted from the BBC studios Sept. 12 at 7-7:30 p.m., with Val Gielgud as guest director. "Riders to the Sea," by James M. Synge, will be acted from the Radio Athlone by the famous Abbey Players, Dublin, Sept. 19 at the same hour. Irving Reis, impresario of the Workshop, will direct the latter play. He sails next week.

F. W. Fitch Co. Renews

Chicago—F. W. Fitch Co. of Des Moines has renewed time for its Jingle program on NBC-Red for a year effective Sept. 5. Talent, however, may be changed. Show is now using Ranch Boys and Morin Sisters.

Don Gordon at the Roxy

Don Gordon, son of Lillian Gordon, who writes and directs "Big City Parade" in Chicago, is singing in the current stage show at the Roxy Theater in New York.



VIRGIL IRWIN of WAAF staff back to work after a minor operation. Estelle Barnes, WAAF pianist, started vacation Saturday.

Charles (Chuck) Tyler of McCann Erickson staff off on a business tour of various points in Illinois and Wisconsin.

George Livingstone of CBS Press department to New York office for combined business and vacation trip.

Harry Mason Smith, commercial manager of WBBM, has sent out a folder setting forth that WBBM's gain in local advertising last year is more than that of all other major local stations combined, and that it is 74 per cent above that of nearest competitor.

O'Neal Ryan, vice president of Blackett-Sample-Hummert, on a business trip to Detroit.

A. J. Kendrick, v. p. and g. m. of World Broadcasting System, enjoying a week in Wisconsin woods.

Ross Metzger, radio director of Ruthrauff & Ryan, on a business trip to Holland, Mich.

N. W. Ayer and Rubinoff reported warming up a deal.

Harriet Widmar, first woman to play on the Amos 'n' Andy show, becomes a regular member of the Fibber McGee show today.

Donna Reade of "Young Hickory" is recuperating from an appendectomy.

Morey Amsterdam, emcee of NBC Night club has had word that his wife, Mabel Todd, who has just finished work in "Varsity Show," now must stick around Hollywood six months longer to perform in "Hollywood Hotel."

Ken Fry back from vacation.

Lew Cowan, p.a., plans to leave today for Atlantic City vacation.

Marvin Eichorst, NBC studio-field engineer, has been promoted to relief supervisor. Hubert F. Abfalter and Minor J. Wilson have been added to engineering staff.

A. D. Scott, NBC production director, off for a Hollywood trip.

Dorothy Frundt of NBC staff visiting Radio City and motoring through New England.

Jim McEdwards of NBC sales promotion is touring northeast. Buell Herman, also of sales promotion staff, is touring the west coast.

George Watson and Paul Luther have taken over the "Meet the Missus" interviews on WBBM while Tommy Bartlett vacations.

Pat Kennedy, tenor, is emceeing the show at the Lido theater. He also has a program on WCFL.

Ken Robinson, NBC continuity editor, off to the north woods on vacation.

Chevy Auditions Cherniavski

Joseph Cherniavski, who conducted the Rogers Silver "Musical Camera" program on NBC, is auditioning for Chevrolet.

PROMOTION

Tall Corn Sweepstakes

The Iowa State Fair Board and WHO in Des Moines have joined forces in the WHO-Iowa State Fair National Tall Corn Sweepstakes. Four hundred dollars will be divided among winning contestants, plus a special trophy awarded by Gov. Nelson G. Kraschel. Prizes will be awarded following a tall corn parade in front of the grand stand Wednesday afternoon, Sept. 1, and the proceedings will be broadcast over WHO. Governor Kraschel has been asked to present the prizes.

Pet Club Winners on KCKN

Fifty Kansas City, Kas., children, winners in pet contests held at public parks under direction of City Recreation Department, were guests of "Uncle Jim"—staff announcer Randall Jessee—in the KCKN studio at a regular broadcast of the KCKN Pet Club. Uncle Jim led the group in singing "Hail, Hail, the Gang's All Here" and awarded three picture books as prizes for the "loudest" singers.

The children told Uncle Jim about their prize winning pets and he gave each guest a carton of ice cream which had been promoted from a local ice cream company.

Some children brought their pets with them and the center of attraction was Evelyn and Dorothy Ward with their pet skunks, "Perfume" and "Stinky."

Since the city-wide pet contests had received wide publicity in local papers, KCKN had "all" of the local listeners while this program was on the air.

Novel Theater Commercial

Stations airing programs from theaters may get an idea or two from a stunt that is creating widespread comment in Miami, on the French Benzol Dry Cleaners Amateur Night program broadcasting from the Paramount Theater, over WMAQ.

Movement on the stage is used to make the commercial broadcast copy attractive to the theater audience, while the dialogue and description live up the copy for the air.

Example: to bring out the fact that special equipment was responsible for new low prices for dry cleaning. Walt Svehla, announcer, bets Norman MacKay, m. c., that he can cross the entire stage without touching a foot to the floor. He exits and appears riding across stage on a bicycle. Punch commercial follows MacKay's remark . . . "but you had special equipment." . . . "Yes and special equipment makes it possible for French Benzol to," etc.

Enlivened copy results in audience accepting the plug as part of the show, and description of the scene, with the dialogue gets message across effectively to the radio listeners.

WQAM and the Paramount are planning shortly to use a special small set, built as a large television screen with costumes, make-up and action to present the one-minute commercial.

NEW BUSINESS

WOR, New York

Atlantis Sales Corp. (Colman's Mustard), Rochester, N. Y., through J. Walter Thompson; Miles Laboratories (Alka-Seltzer), Elkhart, Ind., through Wade Adv'g Agency, Chicago; Florence Stove Co., Gardner, Mass., through Wm. B. Remington Inc., Springfield, Mass.; Weston Biscuit Co., Passaic, N. J., through Radio Adv'g Associates, Passaic, N. J.; Lewis-How Co. (Tums), St. Louis, through H. W. Kastor & Sons, Chicago.

Renewals: Standard Brands (Royal Baking Powder) and Remington Rand (typewriters).

WPTF, Raleigh

Comet Rice, "Women's News Review," through Freitag Adv'g Agency. Also on WIS, Columbia.

Nationality Broadcasts New WJAY Commercial

(Continued from Page 1)

musician and speaker, as announcer and emcee. Miss Halmos will bring to the microphone prominent Hungarian speakers during the first two weeks of the program. After that, other nationalities will be featured in two-week periods.

Basic idea behind this new series of nationality broadcasts is to build a show appealing to housewives. This will be the theme of all the shows and topics discussed by participating experts. Talks will be heard on health, raising children, and subjects of interest to the foreign homemaker. Stanley Altschuler, director of foreign programs for WHK-WJAY, will supervise the series.

Indiana Broadcasters Forming Organization

(Continued from Page 1)

rector from Indiana to the NAB. Recommendation was forwarded to John Elmer, NAB president.

Burton was chairman of the meeting, and among others present were Martin and Clarence Leich of WEOA and WGBF, Evansville; Franklin D. Shurz of WSBT, South Bend; W. A. Knapp of WBAA, Lafayette; R. R. Baker of WTRC, Elkhart; William A. Clark and Robert Bausman of WIRE, Indianapolis, and William Craig of WLBC, Muncie.

New WIL Vocalists

St. Louis—WIL has added two femme vocalists to the already impressive list of soloists on its "Today's Winner," music-sport review. They are Gail Reese, formerly with Dick Messner's band and over NBC and WOR, and Fern Wadlow, local soft-ball player who was discovered through her habit of singing under the shower.

Parker Starts Sept. 12

Parker Watches on Sept. 12 will start a 13-week campaign over two MBS stations (WOR and WGN), Sundays, 11:30-11:45 a.m. Program will be called "Sunday Morning Quarterback" and will feature Benny Friedman. DeGarmo Corp. has the account.

WIND, Chicago

Dina-Mite Co. (cereal), "Bill, Mack and Jimmy," juvenile serial; Chamberlain Laboratories, Des Moines, through Coolidge Adv'g Co., Des Moines.

KFRU, Columbia, Mo.

Philco, in behalf of Artophone Co., St. Louis, three news periods daily.

WOW, Omaha

Chicago Engineering Works, "Modern Miracles," disks.

WALR-Theater Hookup Draws Record Turnout

Zanesville, O.—WALR hit a new high in local activity the other day when the station staged its first annual all star revue in connection with the city's first Hollywood premiere at the New Weller Theater.

One entire city block was roped off and guarded by local police to eliminate parking in that particular downtown area. A battery of flood lights, movie cameras, microphones, amplifiers with a background of palms and other attractive marquee decorations added to the exterior scene. Two local auto dealers furnished 12 new cars with chauffeurs who transported ten big radio acts from the station to the theater.

Aside from a seven-piece Don Weiss Swing Band, WALR counted 60 performers in the 10 acts. Ginger Rogers, Shirley Temple, Joan Blondell, Ann Harding and Kay Francis were most capably impersonated by winners in a previous Hollywood impersonation contest and they added to the glamor of the Hollywood premiere as they were ushered from the arriving cars to be interviewed before the microphone and movie cameras under the marquee of the theater.

Don Ioset, managing director of WALR, estimated that the affair drew the biggest crowd jam experienced here in many years.

Roc Lee, a WALR announcer, directed the stage performance, assisted by Nate Milder, who emceed the acts, and Louise Prior, who accompanied at the grand piano.

Two Towers Erected

Hartenstine-Zane Co. Inc. of New York has completed installing two new radio towers, located on each seaboard.

A 190-ft. tower was constructed for WFAS, White Plains, N. Y., and a 350-ft. radiator for KSFO, San Francisco.

★ F. C. C. ★ ACTIVITIES

EXAMINER'S REPORTS

J. K. Patrick, Earl B. Braswell, Tate Wright, C. A. Rowland and A. Lynne Brannen, d/b as J. K. Patrick & Co., Athens, Ga., CP for new station, 1310 kc., 100 w., 250 w.l.s.; be granted.

Roberts-MacNab Co., Bozeman, Mont., CP, 1420 kc., 100 w., 250 w.l.s.; be granted.

Gallatin Radio Forum, Bozeman, Mont., CP, 1420 kc., 250 w.; be denied.

Press-Union Publishing Co., Atlantic City, CP for station, 1200 kc., 100 w., 250 w.l.s.; be granted.

Voice of South Dakota (KGDY), Huron, S. D., CP, for change of frequency and unlimited facilities (requests facilities of KWTN); be denied.

Dr. Finn Koren, Robert J. Dean and M. W. Plowman, authority to transfer Voice of South Dakota (KGDY) to Greater Kampeska Radio Corp.; be granted.

APPLICATIONS RECEIVED

Broward Broadcasting Co., Fort Lauderdale, Fla. CP for station on 1370 kc., 100 w. night, 250 w. day, unlimited.

Portland Broadcasting System Inc., Portland, Ore. (WGAN). Authority to transfer control of corporation from Estate of George W. Martin to Lloyd C. Greene and Wm. N. Campbell.

Wm. F. Huffman, Wisconsin Rapids, Wis. CP for station on 580 kc., 250 watts, unlimited.

Barney Hubbs, A. J. Crawford, Jack Hawkins, Harold Miller, d/b as Carlsbad Broadcasting Co., Carlsbad, N. M. Voluntary assignment of license to Jack W. Hawkins and Barney Hubbs.

19 More Stations Sign Risked Bakery Serial

(Continued from Page 1)

Eau Claire, Wis.; WJBO, Baton Rouge; WSAZ, Huntington, W. Va.; KSTP, St. Paul; WDBJ, Roanoke, Va.; WKRC, Cincinnati.

Based on the adventures of Johnny Lawrence, age 8, "The Freshest Thing In Town" series of 130 transcriptions was originated by Frederic W. Ziv, Inc., advertising agency of Cincinnati, for clients in the bakery field.

McAssey to Schwimmer & Scott

Chicago—C. P. McAssey, who resigned as sales manager of WCFL, two months ago, has joined the radio department of Schwimmer & Scott agency.

Boy at Jack Fulton's

Chicago—It's an eight pound boy at Tenor Jack Fulton's, born Thursday at Evanston hospital. Fulton is the headliner of Wrigley's "Poetic Melodies" on CBS.

Marquardt Marries

Chicago—Maynard Marquardt, general manager of WCFL, is back from a brief honeymoon. He eloped with Louise Litton, a dramatic coach.

4 Stars for "Henry IV"

West Coast Bureau, RADIO DAILY

Los Angeles—Walter Huston, Brian Aherne, Humphrey Bogart and Walter Connolly have been set by CBS for "Henry IV," which will be aired Aug. 23 at 9 p.m. EDST under direction of Brewster Morgan.

Due to film work, Wendy Barrie will be unable to appear tonight in "As You Like It," so Elissa Landi is taking her place.

☆ Program Reviews ☆

"HELLO PEGGY!"

Drackett Co. (Drano)

WEAF — NBC - Red Network,
Wednesday and Friday, 11:45-12
noon.

Ralph H. Jones Co., Cincinnati

WEAK SCRIPT PUTS BIG HANDICAP ON ABLE PLAYERS IN THIS SERIAL.

It is almost unbelievable that such an inconsequential script (as evidenced in the first two installments) could be used for a major network program, even at the comparatively early hour of 11:45 a.m., but here it is. Main characters in the setup include a hotel telephone operator, a newspaper reporter who is her boy friend, and a couple of bellhops.

So, to begin with, there is a pretty stereotyped situation. But it is the trivialities that they talk and fuss about, principally the jealousy-provoked tiffs between Peggy and her fellow, that hold the interest and entertainment value down to a low level. The characters indulge in the usual small talk that may be found in such situations in real life, but that doesn't make attention-holding fare on the air.

Cast is very good, with Eunice Howard as Peggy, Alan Bunce as the reporter, and Lawson Zerbe and Dick Wallace as the bellhops.

"BLUE SERENADE"

Sustaining

WMCA, Thursdays, 8:15-8:45 p.m.

GOOD MUSICAL COCKTAIL IN A BLUES VEIN WITH BRUSILOFF ORCHESTRA SCORING.

WMCA's new musical director, Nat Brusiloff, has initiated himself over that station with a program that is sufficiently distinctive, off the over-beaten path and altogether entertaining. Vocal talent in the show includes Libby Hall, Clifford Lane and the Vocaleers. They do their stints very pleasingly, fitting a smoothly modulated brand of blues harmony into the orchestra background.

Solo numbers, choral ensembles, hot and sweet trumpets and other tidbits were interspersed in a manner that made the first program a genuine listening delight.

But it was the orchestra itself that stood out. Brusiloff gave it tempo and solid body without making it run wild. Which means that it entertained instead of jarring.

Brusiloff has made a swell start with a program of big-time potentialities.

\$200,000 WFIL Studios Being Occupied Sept. 1

Philadelphia.—WFIL's new \$200,000 studio plant will be opened for broadcasting Sept. 1, according to Donald Withycomb, g.m. Located on the 18th floor of the Widener Bldg. in the heart of mid-town, the new plant is now three-fourths completed. Formal dedication of the studios will be deferred until decorative work is finished, probably late in October.

WFIL also has on option the remaining wing of the floor not now in use and also has plans drawn up for an auditorium studio seating 700 to be erected on the roof in about two years. Architects are drawing plans for television studios for the optioned space.

Eddie Green for "Show Boat"

Eddie Green, colored comedian, has been set by the Hesse-McCaffrey office for series of bookings on Maxwell House "Show Boat," and will make his initial appearance on the program Aug. 19. Comedian is now enroute to Hollywood.

KOIL Buys Property

Portland, Ore.—R. Roy Hunt, general manager of KOIN, announces that the station has bought 10 acres from the Pittock estate adjacent to its present transmitter site. Technical improvement in the ground wave will be effected.

Ed Hurley Resigns

Ed Hurley has resigned from the publicity department of Artists Management Bureau Inc.

WBT Covers Golf Meet On Charlotte Course

Charlotte—WBT has made extensive plans to cover the annual southeastern open golf tournament for professionals, to be held at Myers Park Country Club, Charlotte, Aug. 24-25. The tournament will see in action some of the most noted golfers in the South and the galleries, no doubt, will witness the best golf being played in Dixie. The Myers Park course is admittedly one of the toughest in the country and was laid out by Donald Ross, famous golf course designer, to include tricks to tax the skill of experts.

Immediately following the pro tournament will be the annual invitation series for amateurs, Aug. 26-29. Outstanding players from every city in the South have signified their intention of competing and the exclusive broadcasts arranged by WBT will come direct from the field.

Andy Love Singers Renewed

Andy Love's "Griffin Chorus" has been renewed for an additional 13 weeks on the Tic-Toc Revue, sponsored by Griffin Mfg. on the NBC Blue Network, Mondays 7-7:30 p.m. Renewal runs through Nov. 8. Nelson Hesse and William McCaffrey handled the booking.

WOR Program Time Shifts

Two WOR programs change time today. The Allie Lowe Miles Club will be heard 9:30-10 a.m. Tuesdays and Thursdays and 10:30-11 Fridays, while Dave Driscoll's Transradio News for Bristol-Myers goes on at 4-4:15 p.m.

... Radio's own daily newspaper modestly presents a series of 100 unsolicited testimonials as to what Radioland thinks of RADIO DAILY.

FRANK P. GATTERI

Tampa, Florida

"... RADIO DAILY seems to be quite the thing down here in Tampa. I have heard a lot of favorable comment out of stations WDAE and WFLA."

Frank Gatteri

KROC

Rochester, Minnesota

"... Please enter our subscription for RADIO DAILY. We feel that it is a medium of vital importance to the radio public, and particularly to those who engage in the business of broadcasting."

Gregory Gentling
Vice-President.

NATIONAL BROADCASTING CO.

San Francisco, Calif.

"... RADIO DAILY seems to be doing a very good job and supplies an entirely different service from other radio publications."

Don E. Gilman
Vice President

... RADIO DAILY is six months old. It is growing fast. It already has the confidence of a great progressive industry. Watch RADIO DAILY.

ANNOUNCERS-PRODUCERS GET BETTER WORK TERMS

(Continued from Page 1)

with Frank Knight as alternate, the AGRAP bargaining committee, have been going on for the past six weeks. Wage increase clause contains provisions for graduated increases in scale for the future. Terms also call for a 40-hour elapsed week, plus increased benefits for its members in respect to vacations, leaves of absence and preferential re-employment.

Other terms of contract are: two weeks' notice of discharge; all disputes between WOR and its AGRAP men must be arbitrated; management must classify its producer section so that senior directors will build and direct the more important shows and receive the highest salary.

WOR is the third New York station to sign with the AGRAP in the past few months. WMCA and WABC are the other chapters. Bower is president of the AGRAP-WOR group; Barnes, vice-president, and Ray Winters, secretary and treasurer. Roy Langham, AGRAP president, refused to say what the union's next move would be. Union is said to have a large membership in other stations around the country.

"Universal Rhythm" Spot Is Relinquished by Ford

(Continued from Page 1)

its fall series that gets under way in October. Pet formerly had signed for the 8-8:30 period the same night.

"Universal Rhythm" is now being heard at 9 p.m. on Sundays, but will have to move out of the spot when the "Ford Sunday Evening Hour" returns Sept. 12. Whether Ford intends to cancel the "Rhythm" show entirely or switch it to another CBS spot is not announced. Network has a contract with Ford covering three shows, the two mentioned and the Al Pearce and his gang half-hour.

ONE MINUTE INTERVIEW

JOHN J. ANTHONY

"Radio is raising the cultural level of America at a faster rate than ever before in the history of our nation. As a means of doing 'good,' radio is supreme. We who are alive today are indeed a fortunate people for having at our command an instrument through which we have been able to bring nations and peoples closer to each other than ever before. The world's mind is being improved and because of this the world's actions will be bettered. All this is directly due to the lasting influence of radio."

★ Coast-to-Coast ★

LEO BOLLEY, Tydol aircaster over **WLGW**, Schenectady, has quite a schedule. On Monday, Wednesday and Friday he has the 6:45-7 p.m. sports program over **WGY**, and then hops a train back to Syracuse for a late night airing over **WSYR**. Leo has just returned from his vacation in New England and a turn at the races in Saratoga.

Al Poska, chief announcer of **KEHE**, Los Angeles, is in Lincoln, Neb., visiting his parents this week. Poska was formerly chief announcer of **KFAB**.

WOW, Omaha: Manager and Mrs. John J. Gillin, Jr. are vacationing at Lake Tanacomah in the Missouri Ozarks, being guests of Mr. and Mrs. John Shary of Texas at the latter's summer home. . . . News Editor Foster May has returned from a short vacation in Colorado. . . . Helen Lewis vacationed at Excelsior Springs, Mo., while Betty Bauer and Lois Green went to Lake Okoboji, Ia. . . . The program of the Rev. R. R. Brown, radio pastor, was broadcast from Lake Okoboji during the World Radio Congregation's annual convention. . . . Evelyn Mason, recently resigned day hostess, and her husband, Fred Gilmore of Omaha, are honeymooning in the west.

Joe Hasel, WNYC's tennis sports commentator, will be at the mike Aug. 20-21 for the airing of the **Wightman Cup Tennis Matches** from Forest Hills, L. I.

WICC, Bridgeport: Garo Ray, chief operator, began vacationing yesterday. . . . Anne-Marie Rowe and Mack Parker have birthdays this month.

Star Radio Programs, at a meeting last week presided over by Burke Joyce, discussed plans for new fall programs. "Adventures of Dexter Randolph," serial, is now ready, arranged for one-man production.

Herbert Mertz and his orchestra and string ensemble of **WJBK**, Detroit, are out of the city on three-week vacations. Organist Fred Fenton of the station also is away on vacations. They return early in September.

WCAE, Pittsburgh: Dorothy Devlin, star on many programs, leaves this week for New York with high hopes. . . . Cliff Daniel will visit his old boss Ed Harvey in New York while on vacation. . . . Norman Twigger is bound for Marblehead, Mass., and some deepsea fishing with former **WCAE** Chief Engineer Harry Bixbee Sr. . . . Jimmy Murray will sub for Twigger on the writing end, with Carl Dozer as the voice. . . .

Dorothy Yellig and **Vera Neding** are new staff additions.

Stanley Altschuler, foreign program director of **WHK-WJAY**, Cleveland, scored another laugh last week, at the expense of Don Dewhirst, **WHK-WJAY** baritone. He asked Dewhirst to sing Gounod's "Song of the Golden Calf" on a nationality program. Dewhirst refused. He is very sensitive about his curly golden hair.

Bob Hope, the golf bug, hit the pill around plenty last week to come in third in the 10th annual **Green Meadow Invitation Tourney** at Harrison, N. Y. He feels grand, not so much because he came in third, but because he beat Babe Ruth and collected a sizable bet.

KFRU, Columbia, Mo.: Margaret King, Musical Clock Girl, will spend two weeks in Chicago vacationing. . . . Also on recess list the last half of August are Dave Frederick, continuity writer, and Foster Browne, accordionist.

Steve Douglas, **Joe Gentile** and **Art Sutton** of **CKLW** will be at the mike for the **Detroit Gold Cup Regatta**, Sept. 4-6, airing over Mutual.

Charles Scanlon, former Broadway tenor and now a Bridgeport nitery owner, is readying a **WICC** sustaining series.

WMCA programs are now being included on the radio channel of **Hotel Lincoln**, giving the station five midtown hotel connections.

INS claims it was two minutes ahead of the other press services in flashing the news that President Roosevelt had named Senator Black for the Supreme Court. George R. Holmes handled the **INS** story on Black.

Walter Howard, announcer at **WBRY**, Waterbury, is on the sick list.

Jack Henry, **WBRY**'s New Haven super, starts vacation this week.

Bill Treadwell, who writes the **Uncle Don Radio** program, has been signed for two shorts to go into production shortly.

Clyde Burke, young baritone featured with Nat Brusiloff's orchestra on **WMCA** Sunday nights, is going places this fall. He is already scheduled for a series of appearances on "Hammerstein Music Hall" in September and is auditioning for "Hit Parade" as well as making screen tests for Hollywood.

Joan Irving has resigned from the **WOR** engineering department as a result of her marriage to **Edgar S. Hassard**.

NEA PROGRAM SERVICE BEING STARTED SEPT. 27

(Continued from Page 1)

cessed for radio use, for every type of program, commercial or sustaining. As per policy recently announced, service will be exclusive in each market area and the features will be offered only as a group, according to Stephen Slesinger Inc., exclusive NEA radio representatives. Maxwell Hage, who has been supervising production, will henceforth devote all his time to sales and promotion. Cost of service will be gauged according to outlet power and market area.

E. R. (Jerry) McGill, producer and writer, will be radio editorial supervisor. McGill recently wrote the "Bambi" radio continuity for Helen Hayes, "The Cavalcade of America," the Packard show and other network productions.

Fidler as Film Producer

West Coast Bureau, RADIO DAILY

Los Angeles—**Jimmy Fidler** branches out as a film producer as well as chatterer. His "Hollywood Parade," compilation of slips from good and bad ones of another decade, was previewed the other night and was good for many laughs, as always. Dead and gone stars passed in review, but the subject was sympathetically and capably handled by **Ralph Staub**, producer and long in charge of short subjects production for Columbia, and a series of three or four is planned.

Merchants' Co-op Program

Portland, Ore.—**Merchants** and business men of Vancouver, Wash., will cooperatively sponsor shows from the Castle Theater of that city by remote control over **KXL**.

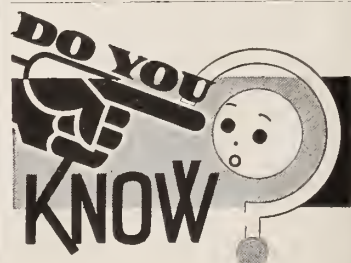
Kenneth Higgins to Marry

West Coast Bur., RADIO DAILY

Hollywood—**Kenneth Higgins**, radio producer, and **Lucille Lund**, film actress, will be married late this month.

Corinna Mura at Saratoga

Corinna Mura, **WOR**-Mutual vocalist, has been signed for the rest of the season at Arrowhead Inn, Saratoga.



Frank Moore Studio Players presented a 90-minute airing of "Romeo and Juliet" via **KFAB**, Lincoln, ten years ago. Moore is now ace cameraman for **Chicago Tribune**.



RADIO DAILY

Serving the Better Interests of Commercial Radio and Television



VOL. 2, NO. 33

NEW YORK, N. Y., TUESDAY, AUGUST 17, 1937

FIVE CENTS

Cantor Heads Radio Union

VARADY OF VIENNA GOES ON 10 MUTUAL STATIONS

Varady of Vienna starts over Mutual Broadcasting System on Sept. 26 at 1:30-2 p.m., using Ted Weems and his orchestra. Agency is Bag-galey, Horton & Hoyt Inc., of Chicago and stations now on the schedule are: WOR, WGN, CKLW, WFIL, WOL, KWK, WHKC, WBAL, WCAE, WHK, WGR and WSAI. Account has been on WOR, fed by WGN.

Nebraska Broadcasters Elect John M. Henry

Grand Island, Neb.—New officers of Nebraska Broadcasters Ass'n elected last week are John M. Henry, general manager of Central States Broadcasting, Omaha (KFAB-KOIL-KFOR), president; Clark Standiford, KGFW, Kearney, vice-president; Art Thomas, WJAG, Norfolk, secretary-treasurer; Frank Manchester, WAAW, Omaha, and L. L. Hilliard, KGKY, Scottsbluff, directors.

WAAW was taken into the organization at this meeting and only KMMJ, Clay Center, still remains out of the body. Johnny Gillin, Omaha, WOW, is the retiring president.

Harpo Marx and Jessel Mentioned for Old Gold

Harpo Marx conducting an orchestra and George Jessel emcee-ing a variety show is the latest set-up reported under consideration by Old Gold. Tobacco account takes to the air Aug. 29 via CBS with a monster show to announce winners in its "name cartoon contest." Shep Fields has been assigned the baton on this occasion.

Long Subject

Columbia, Mo.—Men who happen to listen to the daily "Women's Radio Edition" over KFRU the past week probably learned how important a woman's ruby lips really are.

Beth Barclay, the program's expert on beauty and charm, spent an entire week advising her feminine audience on the proper application of lipstick.

A Man of Color

Greensboro, N. C.—WBIG, the Edney Ridge station, has a colored minister as janitor and handy man. The Rev. Charlie Walker, in addition to his duties of keeping the offices and studios of WBIG spic and span, is a grave-digger, hearse driver and soloist at funerals; also frequently gives the funeral oration. He claims never to have had a complaint from any of his clients! Despite the Rev. Walker's mortuary accomplishments, he is quite a beau brummel in the colored district in Greensboro. In addition, Rev. Walker sometimes sings on WBIG's early morning Silly Hour.

U. S. AND BRITISH IDEAS COMBINED IN AUSTRALIA

West Coast Bureau, RADIO DAILY
Los Angeles—Mike Stiver, for seven years in charge of the J. Walter Thompson office in Sydney, Australia, arriving here last week-end en route to a new assignment in London, gave a RADIO DAILY reporter an earful of facts and figures anent broadcasting and listening in the land down under.

Australasia, it seems, has a com-
(Continued on Page 8)

Atl. Refining Network For U. of P. Games

Philadelphia—Atlantic Refining has set up its own independent network for the airing of the University of Pennsylvania pigskin play-by-plays from Franklin Field. WCAU serves
(Continued on Page 2)

KWK and KSTP Are Among New WLW Line Possibilities

Oregon Curbs Liquor Ads

Portland, Ore. — Oregon State Liquor Board has adopted new prohibitions against liquor ads, including tabu of any liquor over the radio on Sundays or during daytime hours on weekdays, and any liquor at all not sold by the state board monopoly.

NEA Service, Inc. . . . the world's greatest newspaper feature service. Advt.

American Federation of Radio Artistes Elects Officers—Local Charters Granted New York, Los Angeles

KDAL, DULUTH, JOINS CBS FAMILY ON SEPT. 5

Dalton LeMasurier, general manager of KDAL, Duluth, and Herbert V. Akerberg, CBS vice-president in charge of station relations, have closed a deal whereby KDAL on Sept. 5 becomes the CBS affiliate in Duluth.

KDAL is owned by the Red River Broadcasting Co. and operates with 100 watts on 1500 kcs. Station will be saluted by CBS on the night it joins the network. Frankie Masters and his orchestra will do the honors at 12 midnight.

A. T. & T. reports that WEOA lines are now being installed and station will be able to join on the same date
(Continued on Page 2)

Pinkham Campaign Is Starting Sept. 27

Lydia Pinkham radio campaign is scheduled to get under way on Sept. 27 over 40 network and spot stations. Transamerican is in on the deal and is extending the WLW Line out to Kansas City. Understood that about 10 stations will be on the line. KWK, St. Louis, is one of the new line extensions as is WXYZ, Detroit.

Program will feature Dr. Sayles Taylor (The Voice of Experience), used by Wasey Products for a num-
(Continued on Page 2)

Eddie Cantor was elected president of the American Federation of Radio Artistes at the first official meeting yesterday afternoon at Actors Equity Ass'n quarters. Vice-presidents are: Lawrence Tibbett, Norman Field, Helen Hayes, Yascha Heifetz and James Wallington. Recording secretary is Lucille Wall, while George Heller, was made treasurer.

Local charters were granted to New York and Los Angeles, and a sub-committee which will actively engage in further radio artist organization work will be announced at the next AFRA meeting to be held Aug. 23. On this date, an executive secretary will also be chosen.

Various members of the National Board were present at the meeting. There are 35 members of this board now, with 10 more to be chosen. Those present at the meeting included Frank Gillmore, Mark Smith, George Heller, Richard Bonelli, Joe Laurie Jr., John McGovern, Florence Malone, James Melton, Norman Field and Paul Stewart.

The AFRA made formal applica-
(Continued on Page 3)

Isaac A. Levy Defends Members of the FCC

Philadelphia—Isaac A. Levy, head of WCAU, has come to the defense of the FCC. Declaring that the commissioners are all of a "very high grade," Levy says "they are men of experience, learning and integrity. I have never heard complaints that they are recognizing claims for frequencies beyond those specified in licenses or that they have permitted
(Continued on Page 3)

Censored

New Orleans — Though New Orleans Item ran a front-page 6-column layout on winner of "WDSU-NBC-Blue Net Gown" in connection with inauguration of new NBC-Blue setup here, station and network letters were omitted from story due to newspapers' ban on radio publicity. But Prexy Joe Uhalt of WDSU got the letters into a store ad.

NEA radio features represented exclusively by Stephen Slesinger, Inc., New York. Advt.



Vol. 2, No. 33 Tues., Aug. 17, 1937 Price 5 Cts.

JOHN W. ALICOATE : : : Publisher

DON CARLE GILLETTE : : : Editor

MARVIN KIRSCH : : : Business Manager

Published daily except Saturdays, Sundays and Holidays at 1501 Broadway, New York, N. Y., by Radio Daily Corp. J. W. Alicoate, President and Publisher; Donald M. Mersereau, Treasurer and General Manager; Chester B. Buhn, Vice-President; Charles A. Alicoate, Secretary; M. H. Shapiro, Associate Editor. Terms (Post free) United States outside of Greater New York, one year, \$5; foreign, year, \$10. Subscriber should remit with order. Address all communications to RADIO DAILY, 1501 Broadway, New York, N. Y. Phone Wisconsin 7-6336, 7-6337, 7-6338. Cable address: Filmday, New York. Hollywood, Calif.—Ralph Wilk, 6425 Hollywood Blvd. Phone Granite 6607.

Entered as second class matter April 5, 1937, at the postoffice at New York, N. Y., under the act of March 3, 1879.

FINANCIAL

(Monday, Aug. 16)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Am. Tel. & Tel.	171	170 1/2	170 1/2	- 3/8
CBS A.	29	29	29	+ 1/2
Crosley Radio	21	20 1/2	20 1/2	- 1/4
Gen. Electric	58	57 1/2	57 1/2	- 3/8
North American	27 3/8	26 3/4	27	- 3/8
No. American Pfd.	54	53 3/8	53 3/8	- 1/8
RCA Common	11 1/2	11 1/2	11 1/4	- 3/8
RCA Pfd.	73 1/4	73 1/4	73 1/4	- 1 1/2
Stewart Warner	18 3/4	18 1/2	18 1/2	- 1/4
Zenith Radio	40 7/8	40	40	- 5/8

OVER THE COUNTER

	Bid	Asked
Stromberg Carlson	13	14

GUEST-ING

LUPE VELEZ, BRIAN AHERNE and FRED JAGEL, on "Kraft Music Hall," Aug. 19 (NBC-Red, 10 p.m.).

JACKIE COOPER, on Al Pearce program, Aug. 31 (CBS, 9 p.m.).

ALLAN JONES, third guest appearance with Werner Janssen, Aug. 22 (NBC-Blue, 7:30 p.m.).

MARJORIE RAMBEAU, interviewed by Elza Schallert, Aug. 18 (NBC-Blue, 10 p.m.).

CHICK YORK and ROSE KING, celebrating 30th year in show business, interviewed by Bide Dudley, today (WOR, 2:45 p.m.).

VIRGINIA REA, on "Hit Parade" Oct. 30 (CBS, 10 p.m.).

NETWORK SONG FAVORITES

Following is an accurate list of performances for the week ending Aug. 14, covering songs played from 5 p.m. to 1 a.m. on CBS and two NBC networks. Only compositions played 15 times or more are included. This listing is a regular Tuesday feature in RADIO DAILY.

Selection	Publisher	Times Played
I Know Now (Remick Music Corp.)		33
Sailboat in the Moonlight (Crawford Music Corp.)		32
My Cabin of Dreams (Irving Berlin Inc.)		31
Stardust on the Moon (E. B. Marks Music Co.)		26
Where or When (Chappell and Co.)		26
First Time I Saw You (Santly Bros.—Joy Inc.)		25
Satan Takes A Holiday (Lincoln Music Co.)		24
It Looks Like Rain (Jos Morris Music Co.)		23
Stop You're Breaking My Heart (Famous Music Co.)		23
Can I Forget You (Chappell and Co.)		21
I'm Feelin' Like a Million (Robbins Music Corp.)		21
Whispers In The Dark (Famous Music Corp.)		21
That Old Feeling (Leo Feist Inc.)		20
Have You Got Any Castles, Baby (Harms, Inc.)		19
Gone With The Wind (Irving Berlin Inc.)		18
Me, Myself and I (Words and Music Inc.)		18
Merry Go Round Broke Down (Harms Inc.)		17
So Rare (Robbins Music Corp.)		17
Yours and Mine (Robbins Music Corp.)		17
You're My Desire (Mills Music Inc.)		16
Afraid to Dream (Miller Music Inc.)		15
Remember Me (Witmark and Son)		15

Places AFM ET Case Before Adv'g Agencies

Because radio departments of advertising agencies hire a large percentage of the regularly employed members of the American Federation of Musicians, E. V. Brinckerhoff & Co. Inc., transcription firm, has published the AFM's radio demands in booklet form for mailing to all members of the American Ass'n of Advertising Agencies.

Brinckerhoff points out that, despite the huge sums spent by agencies for music, they were not invited to attend the recent sessions of the AFM executive board at which the ultimatum to broadcasters and ET manufacturers were presented.

Booklet contains, beside the AFM demands, copies of communications sent by NAB to stations regarding the situation.

Atl. Refining Network For U. of P. Games

(Continued from Page 1) as key station for the net, carrying the Penn games for the second consecutive year for the oil company. Station will pump the plays to WPG, Atlantic City, and a web of Pennsylvania stations. WHP, Harrisburg, WCBA, Allentown; WKOK, Sunbury; WBRE, Wilkes Barre, and WGBI, Scranton. Big Turkey Day classic with Cornell will add four more stations to the home made net—WOR, Newark; WTIC, Hartford; WTAG, Worcester, and WJAR, Providence.

Eugene Ford Joins WHN

Eugene Ford, managing director of Loew's Capitol Theater, Washington, yesterday was appointed assistant to Louis K. Sidney of WHN, effective Aug. 30, and will work in production at that station.

Tom Terriss is Starting New "Adventures" on NBC

A new series of "Vagabond Adventures" will be started Saturday at 5-5:50 p.m. over WEA-F-NBC-Red by Tom Terriss, who for years made movie travelogues under this title.

Terriss plans something new in the way of presentation, the vivid flashes of his colorful past being made stronger by the addition of an orchestral accompaniment and singers. Instead of the ordinary introduction, he plans to make this a part of his reminiscences.

Pinkham Campaign Is Starting Sept. 27

(Continued from Page 1) ber of years. Disks will be made by RCA-Victor.

Present plans call for five quarter-hours weekly. WLW is all set to take the program at 1:30-1:45 p.m. Other stations have refused the program because of "copy difficulties."

KEHE, Los Angeles, and three other Hearst stations are a part of the disk schedule. There is some talk of extending the WLW Line to the west coast and include the Hearst-McClatchy network, but this is uncertain. Erwin, Wasey & Co. has the account.

KDAL, Duluth, Joins CBS Family on Sept. 5

(Continued from Page 1) as KDAL. Phil Napoleon's orchestra will salute the station on Sept. 5, 11:05-11:30 p.m. Both stations will be listed on the CBS rate card at \$125. Network now totals 106 stations.

COMING and GOING

HARRY VON ZELL is taking a three-week vacation on the coast, with Jay C. Flippen substituting for him starting next Sunday on the Gulf summer show over CBS.

BOB TROUT, CBS special events announcer, has left for Roanoke Island to handle his network's end of the President's speech at the Virginia Dare celebration today. NBC also is airing the talk.

DON SEARLES of WIBW, Topeka, is in town for several days.

JIM WADE of New York office of Furgason & Aston, station reps, back from vacation in Maine.

ETHEL EVERETT has returned from an eight-week vacation abroad.

FRANCES PALEY, otherwise Lee Francis, vocalist on WBBM, Chicago, is at the Ambassador in Los Angeles for two weeks.

BLOCK and SULLY are en route to New York, where they will finish some unfinished business and return to Hollywood.

PAUL W. WHITE, head of CBS department of public affairs, is due in Hollywood on Thursday to confer with Fox Case, who has the same portfolio on the Coast.

CLARK LUTHER of WOC, Davenport, Iowa, is in New York.

TOM GOOCH of KRDL, Dallas, is expected in New York before the end of the week.

LESTER SANTLY of Santly-Joy Music returned yesterday from a week-end at Saratoga.

BING CROSBY is expected east this week.

JONIE TAPS and MACK MILLAR are scheduled to fly to Hollywood the first of next week.

RAY SAUNDERS, WHN announcer sailed yesterday for Nova Scotia.

GEORGE NOBBS, production man for WHN, flies to the Ozarks next Friday, on vacation two weeks.

LANNY ROSS leaves for Hollywood on Aug. 23.

DICK INGRAM of Rockwell-O'Keefe arrived in New York yesterday from Washington.

LOU MINDLING has left his MCA New York office to make a week's tour of all MCA offices and the Coast.

RAY GORRELL and DELL DELBRIDGE returned yesterday to their Detroit CRA offices.

CHARLES E. GREEN, president of CRA, left yesterday for Ft. Worth to visit Paul Whiteman and the Dallas CRA office.

H. L. MCCLINTON, account executive on the Ford account for N. W. Ayer & Son, returned to his desk yesterday after a month's vacation. He is in Detroit today conferring with Ford executives.

Station executives in town today to discuss AFM terms with CBS station relations heads are: EDNEY RIDGE, WBIG; JOHN C. MCCORMACK, KWKH; N. L. O'NEIL, WSJS; DALE ROBERTSON, WIBX; LUTHER L. HILL, KRNT; CLARK A. LUTHER, WOC, and C. T. LUCY, WRVA.

F. C. EIGHMEY, manager of KGLO, Mason City, is in town for the remainder of the week.

Issue Book on Magic

Thomas J. Webb Coffee Co., sponsors of Bob Hawk's Foolish Questions on WAAF, Chicago, is giving listeners a book on magic tricks and how to do them.

Promotion job wanted by experienced advertising and promotion man. Five years with leading network on network and local station promotion. Available September 1. Write Box A-105, RADIO DAILY, 1501 Broadway, New York City.



Radio Newsfeatures

Available to only one radio station in each city

Details on Request

Represented exclusively by

Stephen Slesinger, Inc.
250 Park Avenue New York

ISAAC A. LEVY DEFENDS MEMBERS OF THE FCC

(Continued from Page 1)

concentration of stations in certain areas and refusing equitable service to others." At the same time, however, Levy made it clear that he recognized both the right and duty of Congress to call for a radio industry investigation.

Meanwhile the latest developments at Washington included a statement by Senator Wallace White to RADIO DAILY that he is preparing a report, giving reasons, etc., to be presented soon in behalf of his resolution for a sweeping radio probe. The Senate Interstate Commerce Committee last week reported the resolution favorably. Congressman W. D. McFarlane also has a new resolution before the House Committee on Rules calling for a "house-cleaning" in the FCC. Same committee still has the Conery resolution under consideration.

From the FCC camp, Commissioner George Henry Payne last week sent a letter to Powell Crosley Jr. of WLW demanding an accounting and asking various pointed questions about that station's 500,000-watt monopoly. The information was originally requested when Crosley was a voluntary witness at the informal engineering conference of the FCC last year, but was never supplied, despite subsequent reminders, Payne states. Crosley has now been given until Sept. 13 to reply. Data asked includes company's financial statement, broadcasting time devoted to Crosley products, rates charged advertisers, amount of time sold, whether rates were increased since granting of 500,000 watts, etc.

AGENCIES

NORMAN FRANKEL, formerly with the Freitag Advertising Agency, Atlanta, where he was in charge of the radio department since 1934, has been appointed account executive and radio director with Houck & Co., Roanoke, Va. Houck has just been named to handle the account of Dr. Pepper Bottling Companies of Roanoke, Lynchburg and Staunton.

C. DONALD WING, account executive for McCann-Erickson since 1934, handling the Ford Motor Co. account in Missouri, Kansas and Iowa, with offices in Kansas City, has been transferred to the company's Detroit offices.



**NEW YORK'S
FASTEST
GROWING
STATION**

INTERSTATE BROADCASTING CO.
730 Fifth Ave., New York

NEW PROGRAMS—IDEAS

"Accent on Science"

"Accent on Science" is a new Tuesday series being inaugurated this week over WNYC at 8 p.m. by The American Institute of Science. First program features Dr. Clyde Fisher, head of the Hayden Planetarium.

"Flying Americans"

KTAT, Fort Worth, is doing airport interviews under the title of "Flying Americans." Joe Pierson is at the mike.

Blair As KQW Rep.

John Blair & Co., effective Sept. 1, takes over the national representation of KQW, San Jose. Possibility that rep will open an office in Los Angeles to service the Don Lee account, which they assume on Jan. 1, 1938.

Stations Now Getting 24-Hours-Daily INS

WMCA will immediately inaugurate a 24-hour-a-day service for news with the INS. Announcement from the station followed confirmation by King Features Syndicate that INS has absorbed Universal Service and will in future offer a day and night service to radio stations and newspapers.

WNEW, the only 24-hour station in the city, also subscribes to INS 24-hours-a-day.

KFYO Staff Changes

Lubbock, Tex.—Albert Woas, formerly with WPAD, Paducah, Ky., has joined KFYO here as announcer and in charge of dramatics. Woas recently passed an RKO screen test, and joins the RKO Junior Players on his graduation from Texas Tech.

Bruce Collier, formerly continuity editor of KFYO, has joined the sales staff of the same station, replacing Harold Scott, who has accepted a position on KGGM, Albuquerque, N. M.

"Get Thin" Gets Sponsor

"Get Thin to Music" sustaining on Mutual, will be sponsored by Wallace Biscuit Co. beginning Sept. 27, Mondays through Saturday, 10:30-10:45 a.m. Show will be heard on WHB for three weeks from this date and WGN joins on the commercial after that. Last season show was commercial in spots and fed as a sustaining to other stations. Agency is Reincke, Ellis, Younggreen & Finn Inc. of Chicago.

Daughter for Harry Fox

Six pound daughter was born yesterday to Mr. and Mrs. Harry Fox at Doctor's Hospital. Fox is general manager of the Music Publishers Protective Association and Mrs. Fox, the former Yetta Blau, was until recently with the MPPA for more than 15 years. Mother and daughter are reported as doing nicely.

Palmistry

"What Does Your Palm Say?" is the title of a new bi-weekly series being conducted by Doris Field, palmist, over KHJ, Los Angeles.

"I'm from Missouri"

KFJZ, Fort Worth, has a new program called "I'm from Missouri" that it catching on with listeners. Heard three nights weekly, it contains brief resume of strange happenings from all parts of the world.

New Wisconsin Network Will Issue Rate Cards

Fond du Lac, Wis.—Network rate cards will be issued shortly by the newly formed Wisconsin Broadcasting System consisting of KFIZ here, WIBU, Poynette, and WHBY, Green Bay. Programs will be interchanged starting Sept. 1.

"Dr. Jekyll" on Mutual

Continuing a policy of presenting dramatizations along with NBC and CBS, WOR beginning Aug. 19 will air a radio version of Robert Louis Stevenson's "Dr. Jekyll and Mr. Hyde" presented by Alonzo Deen Cole. It will be in two installments, heard over entire Mutual network at 10-10:30 p.m.

EDDIE CANTOR HEADS RADIO ACTORS UNION

(Continued from Page 1)

tion for charter from the Associated Actors and Artistes of America and this is a formality which will be granted forthwith.

Frank Gillmore made public a telegram he received from Kenneth Thomson, executive secretary of the Screen Actors Guild, in which Thomson stated that the press had reported the Screen Actors Guild as seeking to dominate the AFRA. This is untrue, said Thomson, since he had plenty of work to accomplish in his own organization and it was the whole desire of the guild to see that radio and the entertainment field is benefited by organization of the radio actor, also that the AFRA become truly representative of all artists who work before the microphone.

Sponsor Signs Announcer

Charles O'Connor, announcer, has resigned from NBC to join Philip Morris & Co. as a free-lance announcer for the NBC and CBS shows sponsored by the cigarette manufacturer. O'Connor is the first announcer to be hired directly by his sponsor.

Tom Dailey Joining WDOD

St. Louis—Tom Dailey is resigning from the KWK announcing staff to join WDOD, Chattanooga, as chief announcer and sportscaster, effective Sept. 1.



(SEE PAGE THREE TOMORROW)

NEW BUSINESS

Signed by Stations

WCKY, Cincinnati

State of Michigan, 10 announcements, through Fred M. Nardall Co., Detroit; Southeastern Mich. Tourist Ass'n, 13 announcements, through Brooke, Smith & French, Detroit; Gardner Nursery Co., ET's, through Northwest Radio Adv'g Co., Seattle; Nestle's Cocoa, 52 announcements, through Cecil, Warwick & Legler, N. Y.; Chamberlain's Lotion, ET's, through Coolidge Adv'g Agency, Des Moines.

KFRC, San Francisco

Philco Radio & Tel. Co. of Calif. Ltd., 16 ET broadcasts starting Sept. 6 on KHJ and Don Lee network, "Who Killed Cock Robin"; Petri Cigar Co., announcements, through Emil Brisacher & Staff, S. F.; Parker Dental System, "Radio University," KFRC and Mutual-Don Lee network, through Brisacher.

KHJ, Los Angeles

Nestle's Cocoa, participations in "Happy Homes" conducted by Norma Young, through Cecil, Warwick & Legler Inc.

KYA, San Francisco

Chicago School of Engineering, 5-minute disks, through James R. Lunke & Associates, Seattle.

Stations for Piel Beer

Stations being used in Piel Bros. (beer) spot campaign in the south and west are: WBT, Charlotte; WAPI, Birmingham; WALA, Mobile; WSFA, Montgomery; WAGF, Dothan; KNX, Los Angeles and WMBG, Richmond, Va.. One-minute live spot announcements are being used on most of the stations. Possibility that list will be expanded later. Kenyon & Eckhardt Inc. is the agency.

WFIL Adds News Accounts

Philadelphia — Starting Sept. 14 WFIL will have seven sponsored newscasts daily. Tidewater Oil and Adams Clothes now have 40 minutes a day. Mrs. Morrison's Products Inc. (puddings and desserts), through Clements agency, is taking a quarter hour. Cohen's Fur Shops gets five minutes.

Joe Connelly heads the WFIL news bureau, using INS.

Adopt Screen Technique

Los Angeles—KFI springs a new one in "Preview Tonight," Tuesdays at 9:30-10 p.m., with the avowed purpose of adapting screen technique to radio. Producer Don Clark promises the air equivalent of "lap dissolves," "wipes" and other aids to illusion, while the color of a preview will be injected by the use of lobby crowds and ballyhoo. Initial offering, tonight, will be an original, "Runaway Husband," by John Boylin, directed by Glen Heisch with Beatrice Benaderet, Hanley Stafford, Joseph Kearns, Anne Stone and Ynez Seabury in the cast.



● ● ● Milton Douglas, assisted by his femme stooge, Priscilla, replaces Freddie Lightner on the summer Jell-O series this Sunday remaining until Jack Benny resumes Oct. 3....Hal Kemp has been signed by Paramount....Money-differences are keeping Stoopnagle and Budd away from the silver screen via Warners....Roy Wilson heard that Tommy Riggs, 27, had brought in 32,000 letters in one day via WLW, Cincy, and flew out to grab him. Result: Click on the Vallee show....J. Walter Thompson will have a solo half-hour show coming from New York this fall. Everything else will emanate from the Land of Make-Believe....Block and Sully will call Hollywood their "home" permanently....Abe Lyman will be escorted back into New York by J. Taps....Jimmy Dorsey's crew will reopen the Congress Room in Chi for the fall season....Anna May Wong substituted for Katharine Cornell as "umpire" of the baseball game (?) between Lowell Thomas and his nine Old Men and George Bye's Pre-Historic Sluggers on Sunday at Pound Ridge, N. Y. Sportscasters had the time of their lives attempting to describe this fracas—with no one knowing what to expect next.

● ● ● Long cucumbers, beans, squash, tomatoes, melons, peaches, onions, eggs and other growing foods have been brought to the editorial offices of WBIG, Greensboro, by Carolina rural listeners....Station is run like a country newspaper and its audience is most loyal and appreciative of the local items aired telling of their prowess in farming and gardening....One fine lady has been keeping the offices and studios of WBIG decorated with seasonal flowers for several years....This being the season for gladioli, the station has large vases of this colorful flower scattered throughout the studios and offices....Betcha zennias and chrysanthemums will come next....Staff members of WIOD, Coral Gables, Fla., are penning Boarman Byrd's "Between Broadcasts" pillar while he vacations. Bob Nolan did darn well by the station with a clever piece of prose.

● ● ● By the time this appears the ink should have dried on the Harry Rose-World Transcription contract for a series of 12 waxings....Rosemary Lane has been stolen from Fred Waring's band and will have the lead opposite Dick Powell in the film "Hollywood Hotel"....The next air name to be signed by Warners will be the Easy Aces....A. Dinsdale, former CBS production man, is now in business for himself selling slide recording films....Fred MacMurray's discoverer over at Paramount has been pleading with Art Shaw for six months to give up his band and "go west" under a termer....Eddy Duchin's bow into the Chi Palace the other day broke a record for the heat wave....Since Charlie Warren's runaway marriage, Rocco Vocco has changed the nickname from "Mousie" to "Rabbit."

● ● ● Entertaining a theater audience left in the dark after lightning had struck came easy to John Sheehan, WGY's master of ceremonies and ass't. director of the station's farm programs....Sitting in a Schenectady theater last week, he heard his name paged and reported to management. He then learned that the transformer in a neighboring theater had been struck by lightning, leaving the house dark and the audience in excitement besides restless because of the odor of smoke that prevailed....John was asked to keep the audience occupied while electricians made necessary repairs. Invisible from the stage, Sheehan invited the audience to join him in community singing which eventually got under way. Instead of the 20 minutes, the singing stretched into a full hour before light was restored.

ORCHESTRAS MUSIC

JIMMIE GRIER and his orchestra have been given an extension of their engagement on the Olsen and Johnson show for another week and will be heard tomorrow with Ole Olsen, Chic Johnson, Gertrude Nielsen and others in a half-hour program of comedy and music over the Pacific Coast NBC-Red Network.

Chick Webb set for an Asbury Park date on Aug. 18 and Don Redman to Newark on Sept. 4.

Joaquin Grill's ork will open the Fairmont Hotel Aug. 24 with Al Grayco and Dorothy Allen as vocalists. KSFO-CBS will air the aggregation. Henry King to follow Oct. 9.

Neil Bondshu and ork, playing an engagement at Sweet's ballroom in Oakland, is being heard over KYA and the Orange network.

Chick Webb and his Savoy Swing Orchestra will open at Loew's State Theater in New York on Friday. Featured with the band will be song stylist Ella Fitzgerald. Also appearing on the bill are Chuck and Chuckles, comedy dance team, Bardou Ali and Louis Jordan.

Teddy Hill's orchestra is going great on the stage of the Palladium, London, where he opened July 26 with the new Cotton Club Revue for a six-week engagement.

Bernie Cummins, Hotel Biltmore, maestro, has a repertory of 176 waltzes, considered one of the largest collections of its kind. Some of the tunes date back 20 to 25 years. Cummins began to specialize in waltz tunes in Chicago where he alternated with Wayne King, the waltz king for three years, at the Trianon and Aragon ballrooms.

Network Deal Near For "Junior G Men"

West Coast Bureau, RADIO DAILY
Los Angeles—Bob Collier reports deal virtually closed with a network sponsor for "Junior G Men," on which he has secured rights. Program has been running three times weekly on WOR, Newark, for more than a year for Fischer Baking Co., and boasts a membership of more than 400,000, recruited in the New York metropolitan area during that period. Program first brought the Mauch twins—Billy and Bobby—into the limelight, and RKO has purchased screen rights as a vehicle for Jackie Cooper.

New Thesaurus Business

New subscribers to the NBC Thesaurus service include WIBM, WBMS, WBLK and WBOW. Renewals have been signed by WKY, WIOD, CJCA and CFAC.



ELZA SCHALLERT, with husband Edwin and their three boys, is vacationing at Del Monte and will do her NBC broadcast tomorrow night from San Francisco, interviewing Marjorie Rambeau.

James Bloodworth resigned his KHJ continuity berth to join the William Esty agency under J. Savington Crampton, Camel producer. Later slated to go East with Harry Holcombe on the Benny Goodman end of the program, to be piped from New York.

Howard Wiley, RCA account executive, was on the job checking-up on Magic Key of RCA which originated here for the first time Sunday.

Dresser Dahlstead, NBC announcer, is in Hollywood from New York for a week or two, accompanied by Mrs. Dahlstead.

Lily Pons and Andre Kostelanetz drew a mere 30,000 to the Hollywood Bowl last Friday night. This is four or five thousand better than the S.R.O. mark set by the duo last year, since it represents four or five thousand standees.

Alfred Leonard, KMPC's Hollywood Bowl commentator, inaugurates a "Symphonies of the Stars" series of transcribed classical music over that station five nights weekly.

Bill Sharples has a daily 15-minute spot on KMPC sponsored by Union Guaranty Life Insurance Co.

Anne Shirley, flimite, guest of Bill Demling on KFWB tonight on his "Mr. Hollywood Pops the Question."

Lynn Chambers, former KHJ staff vocalist, making her Eastern debut with Harold Stokes, Mutual maestro.

University of California's "Radio University," KHJ on Monday, Tuesday and Wednesday, has become "Radio Campus" due to conflict in program titles.

Harrison Holliday is back at his KFI-KECA activities after attending Bohemian Grove festivities up North and checking-up on the old stamping ground, San Francisco.

Virginia Flohri, KFE soprano, is recuperating from an operation at Cedars of Lebanon Hospital, with Harriet Lee, contralto, taking over the weekly KFI spot for local Packard dealers.

Frank Healy has joined the Helen Ferguson publicity office to specialize in radio accounts. Frank recently emigrated to California after being on NBC publicity in New York for several years and knows who's who and why in radio.

Arden Dairies sponsoring a new commentator, Hayden Roberts, formerly on WBBM, Chicago, over KFWB.

Lal Chand Mehra, Hindu mystic, philosopher and screen actor, inaugurates a series titled "At Home" over KFAC on Sept. 6.

Ken Charney, NBC program director in San Francisco, is in town huddling with NBC execs.

KEHE's "Breakfast Club" has done

WCOA's Radio Page

The letters WCOA provide the initials for What Comes Over the Air, title of the Sunday radio page in The Pensacola News-Journal. Page is devoted entirely to WCOA, the News-Journal station, affiliated with CBS. This means a swell break for a single station in the way of reading matter and pictures. The day's program is conveniently boxed at the top, and the coming week's highlights are summarized at the bottom. News notes about both the station and the network programs are spotted on the page. Russell Hirsch is responsible for the stuff.

a switch in time and title. Moved to 1 p.m. Sundays, "Breakfast" has become "Brunch." Reid Kilpatrick still officiates, and Jack Owens remains a fixture with other regulars. Only newcomer is Patricia Kay, songstress.

Dr. Seth Maker, who will be remembered for his "Philistine" series of a couple of years back, returns to the air over Don Lee-Mutual. His new series will be along the same lines and will be known as "Radio University," Monday through Friday, 1:30-1:45 p.m.

Maurie Webster, KNX-CBS announcer, is back from a vacation spent in the old home town, Tacoma.

Norman Field is being written out of KHJ scripts temporarily to permit him to devote all of his time to affairs of local branch of Radio Equity and the AAAA.

NBC's local schedule of network shows probably hit an all-time high on Sunday. With "Magic Key of RCA" originating here, other transcontinentals on tap were: Chase & Sanborn, Walter Winchell (2), Jerry Belcher, Werner Janssen and "One Man's Family," while others confined to the Coast included Richfield Reporter and the Owl Drug's "Treasure Island," moved here from San Francisco for the one time shot to permit Cliff Engel, producer, to interview prominent figures in aviation. Together with purely local KFI and KECA programs, this line-up made for a busy day around NBC.

KHJ offers a new sustainer in "Sands of Time," dramatizing the lives of famous figures of history, set for Don Lee net Sundays at 1:15. Script is by Charles Frederick Lindsley, directed by John Prince.

Carlos del Prado has been assigned to script CBS "Black Chapel" following resignation of "Hec" Chevigny who aligned himself with Associated Cinema and Frank Purkett.

First meeting of CBS Junior Group, organized for purpose of familiarizing younger personnel with all phases and problems of CBS, was held at a luncheon meeting last week. Don W. Thornburg was principal speaker. Other meetings follow regularly until all heads of departments have painted their portion of the complete picture.

Eddie Peabody is off the air and hibernating on the Riverside orange ranch until fall.



GRACE BRADLEY, star of the 20th Century-Fox picture . . . "Wake Up and Live".



DICTOGRAPH

Silent! **RADIO**
with the **ACOUSTICON MYSTIC EAR**

HERE, at last, is a radio that can offend no one—a radio with advantages never imagined a few years ago. By means of its Acousticon Mystic Ear it permits "private listening"—one can listen while others read, sleep, talk. Music heard this way has a soothing ethereal quality that relaxes nerves, induces deep, natural sleep. The deafened can hear with it, too—and it's a marvelous way to get the children to bed (just put the "Ear" under the pillow). Of course it also has the conventional loudspeaker; a flip of a switch and you can entertain a room full. On sale at all the better stores or inquire of



DICTOGRAPH

PRODUCTS CO., INC.

580 Fifth Avenue - - New York, N. Y.

★ Program Reviews and Comments ★

GEORGIE PRICE

Sustaining

WOR-Mutual network, Sundays
7:30-8 p.m.

COMEDIAN - SINGER, SURROUNDED
WITH GOOD TALENT, IN REVUE BUILT
AROUND OLD MUSICAL COMEDY HITS.

Several years ago Georgie Price was heard in an evening spot for Chase & Sanborn tea, and since then went into the brokerage biz. Ducking radio, he said at the time, because it was not compatible with putting on a good show if an artist had to double in vaude or pictures to make enough dough. Apparently he returns on a sustaining because the money angle doesn't bother him so much. With Price are Vivien Ruth, blues singer; Morton Gould conducting his orchestra, and the Key Men, male quartet. "Passing Show of the Air" is the official title.

Basically the program is a series of well-built musical comedy hits of the past, with Price as emcee recalling the shows, dates, etc., and who sang them originally. Thus tunes from George White's "Scandals" productions, "Blackbirds of 1928" and other shows are used with clever arrangements and additional continuity and verses.

Voices of all concerned are excellent, and of course Gould's ork, apart from a tendency to get too elaborate at times, is distinctive. Price does not make too serious an effort to do comedy, but the show moves along. At one point he had his better half on for a gag. A light entertainment, easy to listen to, and a somewhat different Georgie Price, for better or worse.

Howard Phillips

Young baritone heard throughout the week on CBS networks with an unbilled orchestra, shows a vast improvement over his former work. Friday 10:30-10:45 p.m., Phillips offered a pleasing series of ballads, revealing an unusual range for a baritone, and excellent voice quality. Most of his songs are of the difficult type to sing, such as "Softly As in a

Morning Sunrise," in a tango tempo, but this appears to be no drawback to Phillips. Versatile repertoire also included a Victor Herbert piece, as well as popular ballad of the day. Singer should be ripe for a commercial this fall.

Orchestra sounds fairly good, but slips up occasionally on the accompaniments, with a tendency at times to let a singer down rather than help him. This did not deter from the program's value in so far as Phillips was concerned, but coupled with the fact that no leader is mentioned, it gives the impression of it being any kind of a studio pickup band.

"Les Miserables"

Fourth episode in the "Les Miserables" radio adaptation being presented over WOR-Mutual on Friday nights by Orson Welles was as gripping as the earlier passages. Welles, as adaptor, director, narrator and portrayer of the part of Jean Valjean, aided by first-rate supporting players, has been doing a remarkably fine job in fitting this massive work into the channels of radio.

The latest episode was the chapter dealing with little Cosette, a role that was very appealingly portrayed by Estelle Levy, one of radio's most talented youngsters, who injected a bright human interest touch. Martin Gable, William Johnstone, Hiram Sherman, Agnes Moorehead and Ray Collins played the other roles.

Again the chapter ended on a note of strong suspense that should bring listeners back to the dial for the next episode.

"Vallee's Varieties"

Miriam Hopkins, in a special playlet by Agnes Ridgeway, was a choice item in Rudy Vallee's program last Thursday night over NBC-Red. Miss Hopkins, a versatile and seasoned actress, provides fine radio listening. Doc Rockwell, in another return date, was the big noise on the comedy end. Also looks more and more as though Vallee has another good bet in

Tommy Riggs, trick voice comedy artist.

Nathan Fleisher

With the foreign-speaking population coming in for more attention on the part of radio advertisers, there ought to be quite a radio career ahead of Nathan Fleisher, Yiddish commentator sponsored by Sears-Roebuck over WDAS, Philadelphia. Fleisher has been an editorial writer on the Philadelphia Jewish World for some 20 years, his daily articles having a wide following, and he brings to the mike an erudition, understanding and experience which, combined with a vibrant radio voice, make his talks unusually interesting and helpful.

Fleisher goes in for current news comment as well as for a bit of philosophical observation, interpreting events of the day, giving sound advice, etc., in a manner that endears him to his listeners.

"Shakespeare a la Carte"

WNEW rides the Shakespearean wave with another angle on the amateur type of show, not altogether new, but somewhat different in the selection of the talent. Local schools, settlement houses, etc., are encouraged to send in individuals or groups taking part in amateur theatricals, who are invited to try their hand at reading Shakespeare. Emcee has a talk with the amateur along the usual lines, asking personal questions, and on at least one occasion this proved much too long. Majority of the talent is naturally not good, but the chief purpose served perhaps is listener interest among schools where pupils or friends are known to have been selected for a tryout. Program is heard 8:15-8:45 p.m. Saturdays. Last week's readers included a Diesel engineer who did an excerpt from "Julius Caesar" and a femme director of an east side settlement whose kids took a fling at "Macbeth."

Soap Box Derby

Annual Soap Box Derby is taking

on the aspect of as much importance practically as any national sporting event, from a championship fight down to the Indianapolis Speedway races. In fact, the kids probably got more time on the air than the major auto daredevils. CBS gave it a half-hour 2:30-3 p.m. Sunday, with Ted Husing being heard principally, and again at 6:30-7 p.m. NBC on the Blue gave it a full hour 6-7 p.m., with Graham McNamee and Tom Manning doing the chores.

Afternoon stanza had Husing giving full background on the races which have been held the past four years in one Ohio town or another; also the inception of the races by the Dayton Daily News. Regional tryouts and eliminations are held by local dailies and grand national and international finals this year were held in Akron, under auspices of Akron Beacon Journal. First prize is a four-year educational course at any college or university and lesser prizes are many. Chevrolet got a plug on both webs as being interested in the races.

Audience present was estimated at between 60,000 and 100,000 while a possible 400,000 boys throughout the world are interested in the non-metal little cars.

"The Movie Pilot"

Hudson River Day Line's "Movie Pilot," which concluded its WEAH series last week, brought out some good mike talent from the New York movie critics' circle. Of the three film scribes who alternated on the programs, Frank S. Nugent of the Times gave the impression of having distinct radio commentating potentialities. He has a natural style of talking, a voice that is easy on the ears, and, what is more important, an intelligently analytical mind which makes him an entertaining as well as a provocative talker. Howard Barnes of the Herald-Tribune and Rose Pelwick of the Journal also did capable duty on the program.

INDIANAPOLIS

Harry Bason, WIRE musical director, back from vacation.

Director Roy E. Blossom, WFBM, off to Chicago and New York for several days business.

Gilbert Mershon, former staff member of WIRE, now in Chicago singing over WJJR and CBS, visited local station over week end. He is going to New York for screen test at Warner Bros.

Bill Kiley, WFBM continuity writer, and Ed. Bingham of the sales staff off on vacation cruise.

Henry S. Wood, WFBM's Farm Hour director, is up to his neck in preparations for annual Indiana State Fair. WFBM will broadcast from own studios on Fair Grounds.

DES MOINES

J. O. Maland, WHO manager, returns Thursday from northern wilds with Mrs. Maland.

Harold Fair, program director, in Chicago on business.

Janice Sedgwick turned down a coast Little Theater offer to return to WHO Playhouse.

Lyle Flanagan, continuity head, has four stitches in his face, result of auto accident.

Ernie Sanders, announcer, spending two weeks at Fort Riley, Kas. He's in the Officers Reserve Corps.

Dalton Norman, singing cowboy, added to WHO staff and will appear in a musical program with the Four Dons, sponsored by Brown & Williamson.

COLUMBUS

Bud Sweeney, WHKC announcer, is emcee for "Columbus on Parade," broadcast from Olentangy Park with microphone interviews of local notables.

David Penn, WCOL news commentator, having tonsils removed. Wally Link and Bill Wallace, chief announcer, pinch-hitting.

WBNS vacationers: Tom DeVore of continuity department and Geer Parkinson, organist.

Returned to duty: Ed Bronson, WCOL program director.

Bob Seal, WCOL announcer, is slated to handle the new "Kay's Gem Amateur Hour," from the Women's Club with a studio audience.

NEW ORLEANS

Combined radio and newspaper advertising hoisted its paint sales over 400 per cent for June and July compared with the same months last year, Carey & Helwick, hardware store owners said here this week. The radio advertising was confined to spots.

Auggie Schellang and his Rhythm Kings go into the Casino at Pontchartrain Beach for the rest of the season, with Velma Raye furnishing vocalizing. Broadcasting over WDSU. Vito, whose orchestra was there before Schellang, is planning to go into the Absinthe House, at present without music.

Leon Prima and his orchestra set for the Hotel Heidelberg at Baton Rouge for the next four weeks.

PROMOTION

WTMJ's "Scrambled Programs"

WTMJ, The Milwaukee Journal Station, has just completed a promotion plan which in effect not only benefited the station in point of more attentive listeners but gave special emphasis to the commercial programs of all of the sponsors using the station.

Newspaper Supplementary

WQAM, Miami, runs sizable ads in the *Miami Herald* whenever it will tie in with the advertising of a national account on the station. Ads are usually so worded as to emphasize some point of service being rendered listeners of WQAM.

"The Voice of St. Louis"

"KMOX The Voice of St. Louis" is the title of a brochure put out by KMOX last week. It tells about the station, its accounts as compared with other stations, results of surveys, civic activity, the 105 current advertisers, etc., with plenty of illustrations of the station's personnel and modern facilities.

Dr. Pepper Contest

One of the largest campaigns of its kind ever conducted by a bottling firm is being launched by Dr. Pepper Bottling Companies of Roanoke, Lynchburg and Staunton, Va., through the Houck & Co. agency of Roanoke, with Norman Frankel as account executive.

Radio and newspapers in 15 cities and towns in the Shenandoah Valley will be used, with prizes including a Packard sedan, Frigidaire, RCA deluxe radio, 126 other awards and 129 participating prizes for dealers.

Fight Being Short-Waved

Louis-Farr heavyweight championship fight will be short-waved to England, Mexico, Argentine and all Spanish countries by NBC, which has the exclusive broadcast rights, with Buick sponsoring. Bout takes place Aug. 26 at Yankee Stadium. Clem McCarthy and Edwin C. Hill will headline at the mikes, with Julian Muriel doing the Spanish version.

Weisenberg Writing 2 Shows

Edward J. Weisenberg has been signed to write the programs for the teams of Howard and Shelton, comedy stars of the Sealtest program, and Tommy Riggs and "Betty Lou," scheduled for four more guest star appearances on the Vallee Hour.

WPTF Waxing Top Shows

Raleigh, N. C.—In response to growing requests from agencies for recordings of outstanding unsponsored shows, WPTF is now waxing a number of its leading features, including the Negro Community Sing and several original monologs featuring Hazel Nicholson.

SAN FRANCISCO

Cal King, as a rube storekeeper, has three weekly spots on Bay Broadcasting System (KGGC-KLS), sponsored by a variety of small concerns. Bob Rockwell and Bob Hudson, NBC juveniles, are back from vacation.

Alice C. Renebome has been signed as character actress by NBC.

When Hal Burdick's "Night Editor" program for Cardinet Candy Co. of Oakland is renewed for 13 weeks more effective Sept. 5, five more stations will be added, KTAR, KOA, KDYO, KGIR and KGH. Through Tomaschke Elliott Inc. agency, Oakland.

Jennings Pierce, NBC agric. head, back from vacation.

Phil Hanna, tenor of the "Three Cheers" trio, subbing for Bob Stevens on "Magazine of the Air" now that Stevens might become a fixture on "Show Boat."

Walter Kelsey, NBS violinist, with Paul Martin and Clarence Hayes, guitarists, now have a t. c. show every Friday at 6:45 on the Blue Net. Called "Stringing Along."

The "Three Little Funsters," eastern comedy team, auditioned by KPO. Hale Sparks will be the voice on the "University Explorer."

Joe Walters, KSFO mikeman, back from northwest.

John B. Hughes, Mutual-Don Lee commentator, will air his nightly comment from Don Lee stations in various parts of the state during his two weeks' vacation. Jack Murphy will handle his 3-times-daily news-casting. Al Hunter, KFRC news bureau, will go along to help prepare material.

BOSTON

WEEI has booked Jimmy and Dick, CBS Novelty Boys, for an engagement. They will be heard every morning, except Sunday, beginning today at 8:05-8:15. Jimmy Pierson and Dick Klasi teamed together eight years ago at WJAG, Norfolk, Neb. They sing and play various instruments and have come East after a four-year engagement at KMOX in St. Louis.

John Moses, control operator at WBZ-WBZA, off on vacation.

Roy Marks, manager of WEEI's sales department, has a fine coat of tan picked up at Harwickport on Cape Cod. Nan Howard, same department, commuting from North Weymouth.

Evelyn Billet at WBZ out ill for a few days. Gang at studios expect her back in a few days.

Frances McLaughlin, assistant to program director Arthur Edes at WEEI, sails tomorrow on a vacation cruise up north.

Utility Uses Radio

Roanoke, Va.—Roanoke Gas Light Co. is using two 15-minute programs weekly over WDBJ in addition to its newspaper space to promote its annual "Old Stove Roundup." Account is handled by Houck & Co. here.

... Radio's own daily newspaper modestly presents a series of 100 unsolicited testimonials as to what Radioland thinks of RADIO DAILY.

WALR

Zanesville, Ohio

"... I regard RADIO DAILY as one of the important instruments in radio broadcasting, as it gives me the daily heart-throb and pulse-beat of the industry.

"Before the advent of RADIO DAILY we were forced to wait for the semi-monthly issues of other mags for the information we now get daily.

"Please accept my personal thanks for permission to subscribe to such an informative organ."

Don Ioset

Managing Director

VAN NOSTRAND RADIO ENGINEERING SERVICE

Atlanta, Georgia

"... I want to tell you that I think your magazine is splendid and to wish you continued success. We value the magazine highly."

W. Van Nostrand

WQAM

Miami, Florida

"... The entire WQAM staff thoroughly digests RADIO DAILY. For absorbed reading in that private place it ranks with Winchell's column and the front page of Miami's dailies. RADIO DAILY fills a definite place in the trade publication picture."

Norman MacKay

Director Advertising and Programs.

... RADIO DAILY is six months old. It is growing fast. It already has the confidence of a great progressive industry. Watch RADIO DAILY.

KWK AND KSTP AMONG WLW LINE PROSPECTS

(Continued from Page 1)

link unconfirmed is the future Trans-american alliance with the Iowa network and Cowles interests. However, according to Transamerican policy, the phone companies will not be made rich through useless wire charges that do not pay for themselves and if any business develops along certain midwestern fronts, more station affiliations will be made.

Transamerican business now for the WLW Line is reported definitely at between seven and eight hours of time actually sold to date. Father Coughlin business is also being placed by Transamerican and between 30 and 35 outlets will be used, not only on the WLW Line but additional stations, some of which have always had the account in the past, such as WOR and its affiliates, on Mutual.

Book Prizes

Interest in the literary program "Literature on Parade" on KFOX, Long Beach, Cal., is being stimulated by the offering of ten leather bound classics to listeners who write in the best explanations to the question: "What ten books would you choose to take with you if you were sentenced to live by yourself on a South Sea Island for the rest of your life, and why?" Program is sponsored by Brown's book and stationery store.

Brewster Morgan to M-G-M

West Coast Bureau, **RADIO DAILY**
Los Angeles — Brewster Morgan, CBS producer who has been handling the Shakespearean cycle, has been signed by M-G-M in a production capacity. Will move into the new berth following production of "Twelfth Night," last of the series, being done in New York three weeks hence.

Cesare Sodero in WOR Duo

Cesare Sodero will return to WOR on Thursday for a special series of two broadcasts. Programs will be heard at 8-8:30 p.m. and will feature Genevieve Rowe, soprano, Raoul Nadeau, baritone and Willard Amison, tenor.

ONE MINUTE INTERVIEW

BERNHARD LEVITOW

"Fads in music are due chiefly to orchestra leaders being misled by the response of a small minority, usually the so-called younger generation which goes in for noise and commotion more than for genuine music. But these fads are short-lived. Genuine music is appreciated today in the same form that it was appreciated ten, twenty or fifty years ago. Band leaders should not stray too far from that kind of music."



Coast-to-Coast



BOB SNOW, announcer, has returned to the staff of KFVS, Cape Girardeau, Mo., after a brief period at KGDE, Fergus Falls, Minn. He brought back a bride.

Michel Gusikoff, concert master of the Firestone Symphony Orchestra, will be soloist of "The Voice of Firestone" next Monday over NBC-Red at 8:30 p.m. Margaret Speaks, program's soloist, returns from vacation Aug. 30.

WTMV, East St. Louis, Ill.: Alois Gerard, symphony commentator and director of the Polish Hour, was married recently to Albina Kelton of Chicago . . . Paul Wills, sports announcer, is currently handling play-by-play night baseball from Belleville Park, sponsored by Sears-Roebuck . . . Paul Godt is back from vacation and again handling the Community Sing from Majestic Theater . . . Lieut. Alfred Lee Bergtold of the control panels has returned from two weeks of Naval Reserve duty.

"Meet the Staff," WPTF-Raleigh series presented under direction of J. B. Clark, has become so popular that it will be continued into the fall and winter. Engineering and production departments will be included.

KFJZ, Fort Worth: Gene Cagle, announcer for past four years, made commercial manager under Harry Hutchison, new general manager . . . Herb Witherspoon, who resigned recently as manager to join Universal Mills, is now a benedict . . . Zack Hurt, Frank Parker, Bob Duren and Truett Kimzey are back from vacation.

Jim McCulla, pilot of "Merry-Go-Round" over WCPO, Cincinnati, is back on the job.

Colonel Jack Major, "The Colonel from Kentucky" who is spending the summer up in the Thousand Islands, commuting to New York weekly for his CBS program, is proving his fish stories by inviting everybody he knows to join him in eating the catches.

KSD, St. Louis: Robert W. Nickles and Lawrence Trembly have joined the engineering staff . . . Grace Daily

Maureen O'Connor Extended

Maureen O'Connor, juvenile singing star of the CBS Texaco summer series who was signed on a program-to-program basis, has received a contract for the duration of the present summer programs. Eddie Cantor and the regular cast return Sept. 12.

is vacationing in California and Canada.

Bill Bivens, Caldwell Cline, Lee Kirby and Charles Crutchfield, announcers at WBT, Charlotte, put over quite a novel broadcast last Friday the thirteenth. They trotted out all the "bad luck" signs, including a black cat, mirrors for breaking, etc., and did a street stunt in which passers were invited to defy superstition. Not many were brave enough.

Marion Reynolds is subbing for Charlie Wright as WEL's (New Haven) program director, and Bill Farley is pinch-miking for the station's holidaying announcers.

Howard S. Keefe, senior announcer, WSPR, Springfield, Mass., is on half of his vacation now. He will take the other week in September.

Jimmy Wagner, singer over WRJN, Racine, Wis., has returned from a two-month vacation in northern Wisconsin.

Uncle Don and his kids had quite a visit with Governor Lehman at the State House in Albany, and the Governor got a great kick out of it.

Lynn Chalmers and Lon Saxon, singers discovered by Harold Stokes, dance maestro on WGN, will be heard on Mutual network tomorrow at 8:30-9 p.m. EDST.

Chaz Chase, eccentric comedian who appeared with the Al Pearce show in its personal appearances, has been signed to do a picture with Columbia. The picture is "College Hero," starring Jimmy Durante and Gertrude Niesen. Since the picture is already in production, a part is being written in for Chaz. Other producers are said to be decidedly interested in the talkative Arlene Harris and Tizzie Lish, the glamour girl.

Roy Collins, WOR page boy who has been emulating a number of the artists for whom he sets up studios by composing a few tunes in his spare time, will return to Ed Fitzgerald's variety program today at 10-11 a.m.

INS is now operating on a 24-hour basis, following the combining of Universal Service with International News Service.

ET Series for Australasia

West Coast Bureau, **RADIO DAILY**
Los Angeles—Irrving Fogel Productions report sale of "The Inlaws" to Pepsodent Co. for release in Australasia. Total of 260 transcriptions, with starting date in October. Frank F. Moore of the Conquest Alliance Co., Chicago, handled the deal for the local firm.

U. S. AND BRITISH IDEAS COMBINED IN AUSTRALIA

(Continued from Page 1)

combination of the British and American plans, inasmuch as a group of "A" stations are Government controlled and function along the same lines as BBC, while the "B" stations are privately owned and as frankly commercial as our own—even more so, since there is little or no censorship or restrictions. Patent nostrums and quack doctors are liberal time buyers and they can and do claim that their remedies cure everything "from chills to cancer," according to Stiver.

Receiving sets are licensed as in Great Britain and Canada, and the 24 shillings per set is the sole revenue of the Government owned "A" stations. However 800,000 licenses at six bucks per totes up to the not insignificant amount of \$4,800,000—which isn't exactly hay either in Australia or the good old U.S.A.

The two most popular programs currently being broadcast are the "Kraft Music Hall" and a "Dave and Dan" confection for Wrigley's gum, both J. Walter Thompson accounts.

The production formula for Kraft in Sydney consists of taking required numbers from a transcription musical library, dovetailing in specialty acts as available, plus commercials. The live acts and commercials are then waxed and the disks forwarded to other stations with a "script" specifying musical selections Nos. 7-11-44, since the libraries are standardized.

Australia is a country larger in area than the U. S., with important centers as widely separated as New York and Los Angeles, with similar time changes, and with mountain barriers to reception.

The development of radio names is retarded by the fact that programs are hardly more than local in coverage, and the Australian listener, like his American cousin, prefers to tune in a recorded Bing Crosby or English Gracie Fields rather than mediocre live talent.

Despite all handicaps, however, Stiver reports that the Thompson agency has upped the sales of American products by as much as 135 per cent in twelve months through use of radio as the sole medium.

1	9	3	7
SUN	MON	TUE	WED
4	5	6	7
10	11	12	13
14	15	16	17
18	19	20	21
22	23	24	25
26	27	28	29
30			

Greetings from Radio Daily

August 17

George Howard
Fredda Gibson



RADIO DAILY

Serving the Better Interests of Commercial Radio and Television



VOL. 2, NO. 34

NEW YORK, N. Y., WEDNESDAY, AUGUST 18, 1937

FIVE CENTS

McNinch FCC Chairman

CBS QUIZZES STATIONS ON THE AFM SITUATION

A questionnaire has been sent by CBS to its affiliated stations asking 17 questions relating to the musicians' status. Purpose of the quiz is to obtain information that will aid in determining how to meet the American Federation of Musicians' recent demands. Questions asked are:

- (1) What Local, if any, of the A. F. of M. exercises jurisdiction over your station?
- (2) If you have not already furnished this information as a result of the tele-

(Continued on Page 8)

Consumer Service Idea Pays Station Two Ways

Philadelphia—Golden Rule Service System, a good-will stunt controlled by John J. Tryon, retired merchant of Burlington, N. J., now has four towns and 20 participants in a program over WFIL, with 100 towns and 1,000 merchants expected by end of year.

The Golden Rule certifies, after due

(Continued on Page 3)

Oshkosh Overall Series With "Lem and Martha"

Chicago—Oshkosh Bi-Gosh Overall, through Ruthrauff & Ryan, has bought "Lem and Martha," WHO, Des Moines, rural comedy team, for a transcribed series to be called "Turner Trailer Camp" over about a dozen stations including WHO, WLS, WLW, WCCO, and KFAB starting around

(Continued on Page 8)

Coughlin on Colonial

Boston—Rev. Charles E. Coughlin will be heard over 14 stations of the Colonial network when he returns to the air on Oct. 31.

Seeing Things

Muncie, Ind.—Ed Pierre deMiller of WLBC may have solved those stories about monsters that have been making the papers. While swimming in Lake Michigan on his vacation, Ed said he saw a sea serpent just ahead. Monster had five heads. When Ed adjusted his glasses, he discovered that it was his foot floating in the water.

FCC Convenes

Washington Bur., RADIO DAILY
Washington—Acting Chairman Eugene O. Sykes of the FCC has called a meeting of the Broadcast Division this morning and a meeting of the full Commission this afternoon. Sessions may climax bitter factional conflict within FCC. Judge Sykes yesterday denied meetings are to deal with the Crosley-WLW matter. He said they are merely "to transact full business before the Commission."

WATCH TOWER TIME JAM; THREATENS FCC SQUAWK

Efforts of the Watch Tower Bible & Tract Society (Judge Rutherford) to buy 150 hours of time for two one-hour broadcasts on 75 stations almost reached the farcical heights of a Gilbert & Sullivan comic opera plus the ramifications of a Dostoyevsky novel, and finally resolved itself into approximately 100 hours being set with 50 to go, after the account was placed in the hands of an advertising agency.

Judge Rutherford, who has and still

(Continued on Page 8)

Expansion, Revamping Is Under Way at WSOC

Charlotte, N. C.—Expansion and reorganization at WSOC has resulted in a number of staff shifts and additions. Glenn Hicks Jr., assistant program director, has been promoted to

(Continued on Page 3)

Increased Listener Interest Shown in Cooperative Analysis

WLTH Wins Court Stay On Retaining Facilities

The U. S. Court of Appeals for the District of Columbia last night granted WLTH a stay order, pending a hearing, to prevent the FCC from making effective its order for the station to cease operations Sept. 15.

FCC had previously assigned WLTH facilities to WBBC.

Samuel J. Gellard, president of

(Continued on Page 3)

NEA Service, Inc., the world's greatest newspaper feature service. Advt.

President 'Drafts' Chairman of Power Commission to Succeed Prall— Craven Replaces Stewart

By PRESCOTT DENNETT

RADIO DAILY Staff Correspondent

Washington—In another "Roosevelt surprise" move last night, the President "drafted" Frank R. McNinch, present chairman of the Federal Power Commission, to succeed the late Anning S. Prall as chairman of the FCC. Previously the President nominated T. A. M. Craven, now engineer of the FCC, to fill the other vacancy on the Commission caused

(Continued on Page 8)

NESTLE COCOA SERIES STARTING NEXT MONTH

Lamont Corliss Co. (Nestle's Eveready cocoa) will start an extensive cooking school participation program spot campaign around the middle of next month to launch its new product. Schedule is set for 20 stations from coast to coast. Contracts run for 26 weeks. Station list includes WEEI, WDRC, WOR, WJAR, WBEN, WHEC, WSYR, WGY, WCAU,

(Continued on Page 6)

Finds Foreign Television Far From Satisfactory

Chicago—Television has not yet become such hot stuff abroad, despite the regular services inaugurated, according to E. H. Scott, custom radio manufacturer, who is back home after establishing E. H. Scott Laboratories

(Continued on Page 3)

Zenith Profits at Peak

Zenith Radio Corp. reports net profit for the July quarter set an all-time peak at \$1,122,184, against \$706,940 in the corresponding 1936 quarter.

CROSLLEY WON'T GIVE DATA ABOUT FINANCES

Cincinnati — Information about Crosley Corp. and WLW finances, operations, etc., as demanded by Commissioner George Henry Payne of the FCC in a letter made public Monday, has been refused by Powel Crosley Jr., president of Crosley Corp.

"I must respectfully decline on advice of counsel that this is a personal as distinguished from an official re-

(Continued on Page 3)

M. E. Kent to Manage New Station in Toledo

Detroit — M. E. Kent, commercial manager of WJBK here, will become general manager of the new Toledo station, WTOL, when it opens on Sept. 1.

Black's Radio Stand

Washington Bur., RADIO DAILY

Washington—Senator Hugo L. Black, whom the Senate Judiciary Committee has okayed for the Supreme Court bench, is on the records as favoring development of smaller radio stations and against censorship. In an article in 1930, he advocated a ban on ownership of stations by public utilities.

NEA radio features represented exclusively by Stephen Slesinger, Inc., New York. Advt.



Vol. 2, No. 34 Wed., Aug. 18, 1937 Price 5 Cts.

JOHN W. ALICOATE : : : Publisher

DON CARLE GILLETTE : : : Editor

MARVIN KIRSCH : : : Business Manager

Published daily except Saturdays, Sundays and Holidays at 1501 Broadway, New York, N. Y., by Radio Daily Corp. J. W. Alicoate, President and Publisher; Donald M. Mersereau, Treasurer and General Manager; Chester B. Bahn, Vice-President; Charles A. Alicoate, Secretary; M. H. Shapiro, Associate Editor. Terms (Post free) United States outside of Greater New York, one year, \$5; foreign, year, \$10. Subscriber should remit with order. Address all communications to RADIO DAILY, 1501 Broadway, New York, N. Y. Phone Wisconsin 7-6336, 7-6337, 7-6338. Cable address: Filmday, New York. Hollywood, Calif.—Ralph Wilk, 6425 Hollywood Blvd. Phone Granite 6607.

Entered as second class matter April 5, 1937, at the postoffice at New York, N. Y., under the act of March 3, 1879.

FINANCIAL

(Tuesday, Aug. 17)

NEW YORK STOCK MARKET

	High	Low	Close	Net Chg.
Am. Tel. & Tel.	170 3/4	170	170 1/4	— 1/4
CBS A	28 1/4	28 1/4	28 1/4
CBS B	29	29	29
Crosley Radio	20 1/2	20 3/8	20 1/2
Gen. Electric	57 1/4	57	57	— 1/2
North American	26 7/8	26 1/2	26 3/8	— 3/8
RCA Common	11 3/8	10 7/8	11 1/4
RCA First Pfd.	73 3/4	73	73 1/8	— 1/8
RCA \$5 Pfd. B.	(100 Bid)			
Stewart Warner	18 1/2	18 1/4	18 3/8	— 1/8

NEW YORK CURB EXCHANGE

Hazeltine Corp.	16 3/8	16 3/8	16 3/8
Nat. Union Radio	13 1/4	13 1/4	13 1/4	— 1/8

OVER THE COUNTER

	Bid	Asked
Stromberg Carlson	13 1/4	14 1/4

Slater to Mike Football For Socony on Yankee

Boston—Bill Slater has been signed to broadcast the play-by-play descriptions of the Yale 1937 football schedule this fall through WNAC and the Yankee network for the Socony-Vacuum Oil Co.

WNEW Power Failed

WNEW's power failed last night at 7:50 p.m. forcing station off the air. At 9:15 p.m. station was still silent but expected to return to its broadcast schedule momentarily.



Radio Newsfeatures

Available to only one radio station in each city

Details on Request

Represented exclusively by

Stephen Slesinger, Inc.
250 Park Avenue New York

New Agreement on Phonograph Records

United front by the phonograph record manufacturers will result in a letter being sent to broadcasters informing them of a new license agreement setup on the use of phonograph recordings. Situation, the radio men will be informed, was forced upon the disk men without alternative, at the recent sessions of the AFM executive board. Letter itself, has not yet been drafted, but will be within the coming week.

Electrical transcription manufacturers who spent two precious weeks at the AFM sessions have been busy getting back to work, but so far state they have been unable to get near Joseph N. Weber, AFM president and, among themselves have but informally thought of getting together. So far, nothing concrete.

Lou Nelson Assigned New KMOX Sales Post

St. Louis—Solidifying plans for fall buying season, James D. Shouse, general manager of KMOX, CBS outlet here, has announced creation of a new department for coordinating sales presentation, with Lou Nelson in charge. Nelson will work with salesmen and clients and whip into shape printed matter, etc., that buyers of time wish to distribute to prospects, in addition to their air programs. Nelson's old post as sales promotion manager, writer of trade magazine advertising and general publicity has been filled by J. Souland Johnson, formerly advertising manager of the General American Life Insurance.

Martin Block Appointed WNEW Program Director

Martin Block, creator of the "Make Believe Ballroom," has been appointed program director of WNEW. Block has been associated with WNEW for two years and a half, joining the station as an announcer.

Edward Lord Joining WLNH

Boston—Edward Lord, for the past four years assistant production manager at WEEI, will leave that station in two or three weeks to become station director of WLNH at Laconia, New Hampshire. WLNH is owned by the Jenny Manufacturing Co., makers and distributors of gasoline and petroleum products. Lord came to Boston from WORC in Worcester and was associated with WBZ and WNAC before going with WEEI.

WMCA Opens 8:15 a.m. Sundays

Starting Aug. 29, WMCA will go on the air Sundays at 8:15 a.m., instead of 9 a.m. WMCA's week-day schedule starts at 7 a.m.

The new Sunday set-up will start off with music, electrically transcribed, from 8:15 to 8:30 a.m., followed by a new commercial program to begin on this date, entitled "Rev. F. F. Bosworth, Religious Talk", E. T., 8:30-8:45 a.m., followed by another 15-minute program of E.T. music.

More Chevrolet Auditions

In addition to Josef Cherniavsky, Ted Lewis and Eddy Duchin are slated to audition for Chevrolet's new CBS show starting Sept. 26. Jane Froman is reported set as soloist, with John Charles Thomas also reported under consideration. Walter Craig is producing the series.

Foreign Music Report Is Called Misleading

Proposed release by the NAB of a report on Sesac and its catalog of European music has aroused the ire of Sesac officials. NAB preliminary advices indicate that the report shows the catalog falls below the claims of the performing rights organization. It is scheduled for release to broadcaster members on Aug. 18.

Sesac officially stated that: "From the advance reports relative to the Sesac catalog which Managing Director James W. Baldwin proposes to release to broadcasting stations on Aug. 18, it appears to us that the report is definitely misleading, inaccurate and distorted. Sesac intends to reply to the report to the industry pending a reading of the NAB version and will withhold further comment until that time."

Imperial Tobacco Co. On Canadian Network

Imperial Tobacco Co., Canada, will sponsor a program over the entire Canadian network beginning in October. Program, emanating from CFCF with a pick-up each week from Radio City and a short wave pick-up from Europe, will feature Ken Sisson conducting a 36-piece orchestra and a 16 voice choir, a European commentator and L. S. Shapiro, who will do a Broadway column from NBC headquarters in New York. Sisson will commute via airplane each week to Montreal to supply orchestrations and choir arrangements in addition to conducting.

W. Victor George, president of Whitehall Broadcasting Co. Ltd., Montreal, made a special trip to New York last week to clear time with NBC for the broadcasts.

Al Becker on His Own

Fort Wayne, Ind.—J. A. (Al) Becker has resigned as public relations director of WOWO and WGL, effective No. 1, to enter business for himself, handling sound recording equipment and other lines in the general radio field.

First in local accounts in Chicago

WGES

(In the heart of Chicago)

COMING and GOING

PAUL WHITE, CBS director of Public Affairs, MRS. WHITE and SID BERGERE, CBS engineer, off to Portland, Ore., today to cover the amateur golf tournament for the network.

MR. and MRS. LESTER LEE have returned from their trip to Canada.

GENE GAUDETTE, Don Bestor's manager, is in New York from Pittsburgh for a few days. CHARLES J. PANNILL, president of the Radio Marine Corp. of America, and MRS. PANNILL sail on the Normandie today.

R. A. HUTCHINSON, vice-president of the Studebaker Corp., is another passenger on the Normandie.

L. V. STANFORD, vice-president of the Sinclair Oil Co., sails for Europe today.

JAMES L. SAPHIER leaves for Hollywood next week.

LILLIAN GISH leaves Hollywood next week to return to New York.

M. M. BOYD of the New York NBC sales office is in Boston visiting the offices and studios of WBZ.

VINCENT RICHARDS goes to Chestnut Hill, Mass., next week to report the national doubles championship at the Longwood Cricket Club. WEEI will shoot the tournament to the entire CBS net starting Monday.

WILLEM VAN HOOGSTRAEN, conductor of the Portland Orchestra, sails for Europe today aboard the Aquitania.

DANIEL C. STUDIN, vice-president of Star Radio, has returned from a business trip through the New England states.

JOE KEELEY, N. W. Ayer publicity department, leaves today on a three-week business and pleasure trip through the southwest.

JERRY HUGHES of Remington Rand Inc., New York, is back at his desk after a two-week vacation. Visited radio stations in New York, Pennsylvania and Washington in the meantime.

JACQUELINE GIOVANNI, British film actress, has arrived from London to make several guest appearances over both the NBC and CBS networks. Upon completion of these commitments, she will leave for the Coast and picture work.

W. O. PAPE, owner of WALA, Mobile, is in town attending CBS-AFM meetings.

H. M. BEVILLE JR., NBC chief statistician, sails on the Normandie today for European vacation.

FRANK M. (Scoop) RUSSELL, NBC Washington vice-president, returned to his home office today.

Seasonal Commercials Seen as Coming Thing

Philadelphia—Seasonal commercials offer a practically virgin field with unusual opportunities, according to Donald Withycomb, g.m. of WFIL. He bases his statement on the success of WFIL's "Old Salt" fisherman program, which has been running all summer with four sponsors. A contest on "Why It's Healthful to Go Fishing" has proved effective from an institutional angle, and the program in general has built extensive good-will along the Atlantic coast. Allen Franklin is the Old Salt.

Pavaroff Made V.P. of Fitra

West Coast Bureau, RADIO DAILY
Los Angeles—Edward Pavaroff has been made vice-president of Fitra Productions, succeeding I. O. Witt, who resigned. Witt sold his stock interest in the company to Pavaroff. Dr. W. H. Voeller is president of the firm.

RALPH KIRBERY "The Dream Singer"

MANAGEMENT
WILLIAM MORRIS AGENCY
BILL MURRAY

INCREASED LISTENING IS SHOWN BY ANALYSIS

(Continued from Page 1)

lead, dropping to second place. Variety shows were in third place, while the semi-classical program showed the greatest change, moving from sixth to fourth place.

All evening programs, on an average, rated highest among the "C" income group of set-owners. The 144 programs had an average of 9.2 in that group as compared to 6.8 for the "D" group, and 6.2 for group "A". The average for all groups was 8.2, which is the same with the median of programs among the "B" class.

Leading Programs

The 10 leading Evening Programs for the seven month period ending April, 1937, were: Jack Benny (Jell-O), Eddie Cantor (The Texas Co.), Major Bowes Amateur Hour (Chrysler), Lux Radio Theater, Fred Allen (Bristol-Myers), Burns and Allen (Campbell's tomatoe juice), Hollywood Hotel (Campbell's soup), Rudy Vallee (Royal gelatin), Bing Crosby (Kraft-Phenix) and Phil Baker (Gulf oil).

Most striking change the past winter as compared with the previous summer among the daytime programs was the vast increase in number. For the summer CAB was able to analyze only 47 programs, but for the winter period 89, an increase of nearly 90 per cent. The number of daytime programs rating over 5 per cent increased nearly 80 per cent, while those rating less than 1 per cent declined 35 per cent, showing an improvement in the amount of listening to daytime programs. Also, the past winter showed a greater diversity in daytime sponsored programs.

The CAB report, which is based on over 225,000 completed interviews and analyzes popularity of programs by types, length of broadcast and geographical sections, covered all sponsored network programs, daytime as well as evening. It also contains an analysis of network programs by four income levels.

CAB, which is a non-profit mutual organization, is governed by a Committee which is jointly appointed by the heads of the American Association of Advertising Agencies and the Association of National Advertisers. Field and statistical work is done on a contract basis by Crossley, Inc. Members of the governing Committee are: D. P. Smelser, Procter & Gampel Co., chairman; George Gallup, Young & Rubicam Inc., treasurer; C. H. Lang, General Electric Co.; George W. Vos, Texas Co.; Louis D. H. Weld, McCann-Erickson Inc., and A. W. Lehman, manager.

NEW PROGRAMS—IDEAS

New Twist to WBT Sports Spot

WBT, Charlotte, has scheduled for the football season a program that brings in a different atmosphere from that usually found on sports summaries. The idea, worked out by Charles Crutchfield, WBT program director, calls for a four or five minute re-enactment of several major games, during which time the highlights of the contest are related against a background of stirring music. For instance, on the North-

western-Wisconsin spot, the song "On Wisconsin" will open the interval allotted to that game and Northwestern's alma mater will close it. At least seven games will be reviewed on each half hour, Saturday night broadcast.

Data for the program will be sent direct to Crutchfield from the press boxes at the colleges whose play is to be aired and will be presented by Crutchfield himself who has had wide experience in announcing sports events.

Consumer Service Idea Pays Station Two Ways

(Continued from Page 1)

investigation, one tradesman per enterprise per town. For a nominal monthly fee, the merchant receives a handsomely engraved window easel carrying the sign of the "Golden Rule" and bearing the inscription: "Listen to Our Broadcast Over WFIL, Thursday 12:05 p.m." While program belongs to each participating merchant, neither his name nor that of any other tradesman is mentioned on the broadcast. The commercial copy is entirely institutional in theme, simply urging the listener to buy at the sign of the "Golden Rule" for "integrity, service, fair dealing and real dollar value."

For WFIL, the idea is a natural as the station actually collects double. "Golden Rule" pays full card rate for station time, then exploits WFIL call letters all over the station's coverage area.

Expansion, Revamping Is Under Way at WSOC

(Continued from Page 1)

program director. Dick Faulkner, publicity director, will assist Hicks.

Ron Jenkins, program man and announcer formerly at WSOC but more recently with WQAM, Miami, rejoins the station here to handle program traffic and act as general program department detail man.

Paul W. Norris, program director, is opening up a new department to handle merchandising, sales promotion and publicity.

Ephraim Payson Mallard is a new face in the control room, aiding L. L. Caudle and S. T. Carter.

Dewey L. Drum, salesman-announcer, has been made assistant to W. C. Irwin, commercial director. He also will have charge of city sales. Edwin Turner recently joined the sales staff, which also includes Byron J. Smith and Vera McCorquodale, who doubles as hostess.

WLTH Wins Court Stay On Retaining Facilities

(Continued from Page 1)

WLTH, last night expressed satisfaction at the ruling and stated that the station felt confident of winning its case.

CROSLEY WON'T GIVE DATA ABOUT FINANCES

(Continued from Page 1)

quest," said Crosley. He claimed all the data requested was available in November, 1936, but that Payne informed him the matter could be held in abeyance until such time as Crosley was contacted again.

Washington Bureau, RADIO DAILY

Washington — Powell Crosley's charge that Commissioner George Henry Payne has no authority to bring charges against him were described as "absurd" by Payne yesterday. The FCC official said he would bring the entire matter before the full Commission at the earliest opportunity.

Meanwhile, on Capitol Hill, Senator Burton K. Wheeler, chairman of Interstate Commerce Committee, submitted a report urging immediate adoption of the White resolution calling for a complete radio probe. Wheeler's report said that growth of the industry has changed the situation so completely that a full study of the entire matter is necessary so that proper legislation may be conceived to meet present demands.

Rubinoff to Detroit

Detroit—Dave Rubinoff opens at the Fox Theater on Aug. 23 coincident with the film, "You Can't Have Everything."



(SEE PAGE THREE TOMORROW)

CRAIG & HOLLINGBERRY

Incorporated

Radio Station Representatives

New York
Jacksonville

Chicago
Detroit

AGENCIES

W. CLEMENS BENTLEY, former vice-president of Monroe F. Dreher Inc., advertising agency of Newark and New York, has joined the copy department of the Chas. Dallas Reach Co. of Newark. Previous to his connection with the Dreher agency, Bentley was with the United Advertising Agency and Rudolph Guenther-Russell Law, now Albert Frank Guenther Law Inc.

VANDERBIE & RUBENS, Chicago, has landed the Iodent toothpaste account, Detroit. Account is said to be radio-minded. Few years ago they put on Jane Froman on NBC, her first commercial airing.

RUTHRAUFF & RYAN, Chicago, has landed the Bradley Knitting Mills and Nunn-Busch Shoes both of which are said to be considering radio this season.

J. M. KORN AGENCY, Philadelphia, takes over the Old Orchard Distillery account, acting as advertising and merchandising counsel.

HENRY SELINGER, account executive at Blackett-Sample-Hummert, Chicago, is vacationing at home. Wife didn't want to go anywhere and he couldn't think of a cooler place than Chicago so they are touring Lincoln Park.

LEW GOODKIND, former radio promotion director of Lord & Thomas, Chicago and Ken Laird, vice-president of Weco products (Dr. West's) and wives off on fishing trip into northern Ontario.

Albus Resigns from WINS

Harry Albus, who joined WINS as publicity man a few months ago, has resigned. Sylvia Press is again handling the work. Frank Foster, former WINS publicity director, is now with Hearst Radio, which owns WINS.

Edison Company Returning

Consolidated Edison Co. is returning its "Echoes of New York Town" program to WEA, locally, on Monday, Sept. 13 at 7:30-8 p.m. Talent for series not announced as yet. Last season a concert program was aired. Program will run until spring. McCann-Erickson Inc. is the agency.

Peggy Wood in "The Straw"

Peggy Wood in "The Straw" will be the final offering in NBC's Eugene O'Neill drama series. It will be aired next Monday at 9:30 p.m. James Meighan will have the male lead, with Allan McAteer, Irene Tedrow, Mary Michael and Neil O'Malley in supporting roles.

Andy Marrying Sept. 11

Charles Correll, the Andy of Amos 'n' Andy, will be married to Alyce McLaughlin on Sept. 11 it was announced yesterday. Ceremony will take place in Los Angeles.



● ● ● Jean O'Neil leaves the Griffin All-Wite show of her own accord! Fredda Gibson and Joan Edwards auditioned for the job yesterday... The Deitz-Schwartz score for "Virginia" will be published by Robbins... John Romaine of NBC is thrilled over the birth of an eight-pound boy at Poly-clinic... Jerry Blaine's wire has not been yanked but his schedule has been reduced and altered... Jack Denny is set for two weeks of vaudeville in Chi... Negotiations are under way for Duke Ellington to appear in a picture for Alexander Korda in England... MBS is working out a deal for the services of Lew Hearn... Tim and Irene are set for the Jell-O Sept. 12—meaning that Milton Douglas is on the show on a "rain check"... Mills Artists are sending out publicity on Ina Ray Hutton's band again, thus signifying that their dispute has been settled amiably... If you see strong-looking men in the audience of NBC and CBS shows these days, here's the answer: They are police who have been "persuaded" not to write traffic tickets in return for show passes!

● ● ● Donald Burton, owner of WLBC, Muncie, Ind., had the unique experience of scooping his own news department on a story when fire swept one of the business blocks after lightning had struck early in the morning during a freak storm... Burton was rushing downtown to inspect aerial at 5:15 a.m. when the bolt touched off wallpaper and paint store. Donald helped Mayor Roland Bunch and other volunteers load ambulance with victims overcome by smoke. He then rushed to the station and gave an eye-witness account of the fire. From then on, he telephoned flashes on the progress of the fire... The station thus beat local newspapers with the story by more than seven hours... If ever an artist's name was appropriate for a program—this takes the cake: Ken Keese at the Keys, a 15-minute feature every Wednesday on WATL, Atlanta... WOPI, Bristol, Va.-Tenn. is looking for a commercial manager.

● ● ● Astor Roof's summer season next year will be divided between Rudy Vallee and Ozzie Nelson only... Though his publicity states that "Tommy Dorsey goes on a series of one-nighters after a week at the Steel Pier," Dorsey returns to the Penn Roof the 26th... Fred Uttal takes over Harry Von Zell's duties on the Walter O'Keefe-Ipana show... Connie Boswell will make a transcription for Horlick's Malted to be aired in London only... Joe Lee is now doing the "Broadway Bill" airings via WMCA... Pat O'Malley is set for a second shot on the Benny Goodman show... Henny Youngman returns to the Surfside by demand. Patricia Gilmore leaves there tonight with Bobby Hayes and crew opening tomorrow... Singer Dorothy Howe is doing some commercial posing during the day... Jack Harris' crew is being built up via BBC on the Other Side... Ida Bailey Allen will have two new cook books published this fall (making Lester Lee veddy happy!). Will be titled "Kitchenette Cooking for Two" and "Every-day Cook Book," bringing her total writings to 23 books!

● ● ● WBT, Charlotte, N. C., is sponsoring a horeshoe pitching contest and last Sat. found the city's most noted physicians pitted against a couple tooth-pullers, with the latter winning... In the second match the plumbers defeated the electricians by a pair of shoes or so... In the next series, Charlotte's policemen will battle the firemen and lawyers pitching against the town's bankers, with no betting allowed... The third series will see the winner of the plumber-electrician match pitted against the winner of the doctor-dentist set and the survivors of the lawyer-banker outfit against the winner of the police-firemen after which the finals will be played... Must be fun!

NEW BUSINESS

Signed by Stations

WMCA, New York

Rev. F. F. Bosworth, River Forest, Ill., ET's, one year starting Aug. 29; Community Opticians Inc., Long Island, through Commonwealth Adv'g Agency, Boston, "Street Forum", 52 weeks starting Sept. 9; Grace Donohue Inc., N. Y. (beauty preparations), through Redfield-Johnstone Inc., 13 weeks on Anice Ives "Everywoman's Hour".

KSL, Salt Lake City

Los Angeles Soap Co., CBS Pacific network show, Gus Edwards' "School Days".

Unger Again to Double In Borden's "Edition"

Stella Unger, who wrote and played in Borden's "Special Edition" on NBC last season, has been re-engaged by the Erwin, Wasey Advertising Agency to do the same work when the show goes on the air again in September. Miss Unger, in addition to scripting this slice of newspaper life, also plays the part of the Hollywood news commentator, Janet Howell.

Besides "Special Edition", Miss Unger is busy on three other Erwin, Wasey scripts. Last season, she wrote the James J. Braddock script, the Lou Little radio shows, and was formerly program head of two local radio stations.

Godfrey Leaves Quiz

Arthur Godfrey bows out of the "Prof. Quiz" program after Aug. 28. Parting is amicable, being due to the fact that the quiz program doesn't permit him to indulge in the type of ad-libbing that have made Godfrey popular. Godfrey also has had his own "Sun Dial" program over WJSV, Washington, for some time, with over 80 sponsors.

Peace Series on WNYC

First of a series of anti-war broadcasts, entitled "We, The Living", will be presented under auspices of World Peaceways on WNYC beginning Sept. 2. Program will be a full hour, using anti-war dramas and guest speakers. The production will be by The Radio Playhouse acting company, under the direction of Ted Cott. According to William P. Ainsworth, directing radio activities for World Peaceways, several other local programs and later a network show will probably get under way in September. This includes a Sunday spot on WNEW and also one on WQXR.

"Community" Series on WMCA

"Your Community", a new series, will be inaugurated over WMCA on Sept. 2 at 9:30-9:45 p.m.

The program consists of talks of editors of local newspapers together with dramatizations of individual communities in the New York area.



ORCHESTRAS - MUSIC



FREDERICK H. WAGNER, writer of the picture script the "Killers of the Sea," is busily engaged preparing a radio script covering the same subject. Screen subject was thrilling to the 'nth degree and if serializa-tion for the air proves as popular Wagner will follow with "The Sea Terror," now being produced as the picture sequel to "Killers."

Pinto Kolveig, who is voice double for several of the Walt Disney cartoon characters, slated for a guest appearance on "New Horizons" over CBS Pacific Coast net on Friday. Pinto got his early musical education playing an alto horn in Al. G. Barnes' Circus band . . . no wonder he was right in his element on the Gilmore circus program. Another unpublished fact is that Pinto was the originator of animal cartoons when he gave animation to three tiny California bears on the screen of the old California Theater in San Francisco 20-odd years ago.

Clover Kerr, victim of a tragic automobile accident a few months ago which cost her the loss of both legs and an arm, is being featured on KFWB's "Bridge Builders," sponsored by Soil Off, cleaner, Monday through Friday.

KMPC's expose of both grand and petty larceny rackets rates honorable mention. Last one gave some low-down on the phonies whose theme song is "You Ought to be in Pictures," with which the town is owsy-lay. Incidentally, the same station's Hal Berger is doing a sweet job of playing eighteen ballplayers and a couple of umpires in his daily routine of re-creating major league ball games.

Lupe Velez and Wheeler and Woolsey will be heard on CBS "Hollywood in Person" this week from the RKO studio.

Helen Gahagan interviewed by John Conte over KHJ preliminary to her Hollywood Bowl appearance this week.

Jacoby Bros., now participating in sponsorship of "Rise and Shine," KHJ daily except Sunday, with Hamilton & Associates as the agency handling, and So. Cal. Conference of Seventh Day Adventists renewed contract on "Voice of Prophecy" for KHJ and the entire Don Lee net through Lisle Sheridan. Latter program heard 8:30-9 p.m., Fridays.

Leipzig Radio-Tele Fair

Leipzig—A radio-television fair is being held here Aug. 29-Sept. 2.

CLYDE BARRIE
CBS

Thursday

6:15 P. M.

AS a tribute to the late George Gershwin, Duke Ellington and his orchestra have been assigned by Master Records Inc. to record an album of Gershwin melodies. The actual recording session, which will contain several of Gershwin's piano preludes, recorded for the first time, has been set for late September when Duke Ellington's orchestra will have returned to New York from its present cross country tour.

The Raymond Scott Quintet, signed by 20th Century-Fox for a period of one year, will work in a minimum of five films on the 1937-38 schedule. Deal was set by Irving Mills, head of Mills Artists Inc., in conjunction with CBS.

Jack Denny and orchestra close at the Chicago Drake Hotel Aug. 25 and are booked by the Chi office of CRA to play two weeks at the Chicago Theater, starting Aug. 27.

Director Ray Block's "Swing Fourteen" vocal group, a feature of the "Johnny Presents" shows, is making its first public appearance this week with Russ Morgan's band at Manhattan Beach, Brooklyn.

Laura Newell has joined the Robert Emmet Dolan ork as harpist, succeeding Caspar Reardon, who went to Hollywood. Dolan has two harp-ists, the other being Verlye Mills.

Col. Luke Bakoota's Balalaika Orchestra returns to WICC, Bridgeport, on Sunday at 1:45 p.m. . . . with Charles Biondo's Red Revelers alternating that spot on WICC schedules.

Bernie Cummins' schedule from the Hotel Biltmore will make his band audible over MBS Sundays at 9 p.m. and Fridays at 12 midnight. He will get a third spot later on. Bernie has replaced Horace Heidt at the Biltmore and is doing a bang-up job.

Claude Hopkins Orchestra will accompany the amateurs at the Apollo Theater tonight at WMCA's broad-

New Utah Station Clicks

Cedar City, Utah—KSUB, new 100-watter opened last month, has proved a boon to tourists traveling through Utah parks and on the Los Angeles-Yellowstone Highway. It provides the only radio entertainment along this route during daylight hours.

Because newspapers in this trade area are issued only once a week, radio provides a choice advertising medium for one of the few remaining virgin fields in the U. S.

KSUB has received fine support from citizens and merchants. Leland M. Perry and Harold Johnson are the owners and operators, with Robert R. Burton as manager.

A. R. Ketchem Jr. Joins CBS

A. R. Ketchem Jr., for 15 years in advertising in New York, has joined the San Francisco office of CBS.

cast of "Amateur Night in Harlem." Don Kerr will act as emcee.

Las Vegas Orchestra opens Aug. 20 at the Wildwood, N. J., Convention Hall.

Louis Randolph is the newest maestro at Moonlight Cabaret, Philadelphia, airing nightly over WDAS, with Ted Tinsley moving from that spot to the Parrish, remoting via same station.

Jack Delmar, heard formerly on KYW, Philadelphia, one-nighting the Southern N. J. resort ballrooms.

Woody Herman playing a return engagement at Ocean Pier, Wildwood, N. J., remoting via WIP, Philadelphia.

The Three Vagabonds, instrumental trio featured in the film "Saratoga," have opened at the Broadmoor Country Club, Denver, for an indefinite engagement. Set by CRA.

Ran Wilde and his ork set by Rockwell-O'Keefe at the Rice Hotel, Houston, for the week of Sept. 6.

Rockwell-O'Keefe has signed a contract with the Chase Hotel of St. Louis to do the exclusive booking for that hostelry. Starting Aug. 27, Del Courtney and his orchestra have been set for six weeks.

The orchestras of Russ Morgan, Ferde Grofe and Jolly Coburn have been booked by CRA for the Million Dollar Pier, Atlantic City, Sept. 5 and 6.

Ted Lewis and his orchestra have completed their part in the musical picture, "Manhattan Merry-Go-Round." Lewis is now taking his first vacation in some time at his home in New Jersey.

Jimmy Dorsey and his music set by Rockwell-O'Keefe for the Palace Theater, Cleveland, Sept. 9, and will split the week of Sept. 17 between Cleveland, Akron and Youngstown.

Ascap to Seek Revenue From U. S. Possessions

Ascap will take a better look over the situation in U. S. island and other possessions with the first step in the direction of Puerto Rico. Belief is that additional revenue may be obtained there from the two radio outlets and the many cafes operating and using music.

Dick Powers, Ascap crack field representative, is due for the assignment and is currently brushing up on the Spanish language.

Paris Music Congress

Paris—Second annual congress of music, recorded music and radio, for professionals and amateurs will be held at Maison des Centraux, June 15-20.

EDDIE GUEST gave "It Can Be Done" cast a supper party after last night's broadcast. It was his 56th birthday.

Ken Fry of NBC special events dept. off to Escanaba for the birling (log rolling) contest broadcast.

Judith Waller, NBC educational director, off to Nova Scotia vacation, to be followed by educational parley at Thedford, Vt.

Frannie Clark, NBC press department, vacationing at her summer cabin in Wisconsin northwoods. Tony Koelker of same dept. to Dyersville, Ia.

Andy Kirk's ork now broadcasting from Grand Terrace cafe with an NBC wire.

Stan Thompson, leader of the Cadets, back from a training session at Fort Sheridan with a brand new mustache.

Gloria Grafton, widow of Orville Knapp, the band leader, singing with Jack Denny at the Drake Hotel.

Sally Rand is reported about ready to swing it from a bandstand.

Verne Hansen, WGN announcer, vacationing in northern Wisconsin.

Toby and Suzie, WLS Barn Dance comedians, made the Iowa papers other day when they had to bail out of a plane that broke a strut at a county fair. They landed safely in a cornfield. (Where else could they in Iowa?)

Bess Johnson (Lady Esther's voice) planed to New York over the week-end.

Earl Withrow, WJJD continuity editor, to Wichita, Kas., for annual vacation.

GUEST-ING

JUNE LANG, on Walter Winchell program, Aug. 22 (NBC-Blue, 9:30 p.m.).

GLENDIA FARRELL, on Chase & Sanborn Hour, Aug. 22 (NBC-Red, 8 p.m.).

MILTON DOUGLAS and PRISCILLA, on Jane Froman-Don Ross program, Aug. 22 (NBC-Red, 7 p.m.).

DEANNA DURBIN and LEOPOLD STOKOWSKI, in scenes from "100 Men and a Girl," on 'Hollywood Hotel,' Aug. 27. (CBS, 9 p.m.).

CHARLIE BARNETT, saxophonist, on "Swing Club," Aug. 21 (CBS, 8 p.m.).

"Wheaties Champions of Harmony"

KAY & BUDDY ARNOLD

Sponsored by General Mills

WMCA

2:30-5:30 Daily

Philadelphia

Gil Babbitt, managing editor of Radio Press, fan weekly, returns to WIP this week to resume his weekly "Broadway to Hollywood" chats.

Keystone Automobile Club has William Berry handling the bi-weekly travel talks on KYW.

Honey Stewart, formerly associated with the Stewart Sisters, is the newest addition to the WDAS talent staff. Eddie Ludwig, composer and arranger, will accompany.

A. W. Dannenbaum Jr., secretary of WDAS, leaves next week for his camp in the Maine woods.

Harold Davis, WDAS program director, has turned movie commentator, heard thrice weekly.

Pat Stanton, WDAS manager, is expected back from a Nova Scotia honeymooning vacation next week.

Taylor Grant, WCAU baseball announcer, auditioned for the football announcing job this fall.

Horace Feyhl, WCAU production chief, is spending his vacation fishing in the Atlantic.

Boake Carter is back in his downtown office one day each week, but continues his broadcasts from his home.

Alma McKenzie, radio actress often heard over WIP, was recently married to George Spittale.

Shuman Brothers (furniture) is using a movie chatter period daily on WFIL to promote August sales. Allen Franklin handles the spiels as the Hollywood High Hat. Account handled by Julian Pollock Agency.

Wayne Cody, WFIL "Jolly Man" making personal appearances at parks and fairs for Kiddie Day attractions.

Henry Patrick, WIP songster and featured vocalist at Ritz-Carlton Hotel, is vacationing.

Ray Fitzgerald, who used to warble over WDAS, has started a new series over WMCA in New York.

Ray Melinson of WCAU "Noontimers" is readying a new fall series.

The Three Naturals of KYW disbanded, with Johnny Fortis scheduled to leave for Broadway.

Stewart Sisters, KYW singing duo, are spotted at a new time in a new series at 11:05 nightly.

Jerry Moore, former WCAU announcer, is now in Hollywood writing scenarios.

Nestle Cocoa Series Starting Next Month

(Continued from Page 1)

WRC, WTAM, WJR, WGN, WCAE, WCKY, KHJ, KFRC, KSO, WBAL and KSTP. Cecil, Warwick & Legler Inc. placed the account.

"Commentator" Time Set

"Commentator" magazine program, which starts Sept. 19 on Mutual, has been set in the 10-10:30 p.m. spot.

STATIONS OF AMERICA

Highlights in the Development of Outstanding U. S. Radio Stations:

No. 59 of a Series

KGVO—Missoula, Mont.

1260 Kilocycles—1000 Watts

ARTHUR J. MOSBY, General Manager
VERN ROWLEY, Chief Engineer
VERNE SAWYER, Program Director

KGVO, the only station in Missoula, Mont., was established in January, 1931, as a 100-watter. But before long the station was granted a power increase to its present 1,000 watts, recognition of the fine job the station was doing in its territory. In line with progressive plans, KGVO has recently become affiliated with the Columbia Broadcasting System and also contracted for larger space and more modern studios in the fall. During its six-year span on the air, KGVO has become very popular because of its policy of co-operating fully with all local activities. It is not possible for outside stations to be heard during the daytime in its retail trading area, which covers a most diversified cosmopolitan population. In Missoula is located the State University of Montana with over 1,800 students who take an active interest in the station's activities.

Licensed to operate on unlimited time, the station is on the air from 7 a.m. to 11 p.m. daily from its studios and offices at 240 North Higgins Ave. The transmitter is located four miles west of Missoula on one of the main highways which connect Missoula with all sections of its trading area.

Joseph H. McGillivra is the station's representative, while Adrian James Flanter & Associates is promotional counsel.

ST. LOUIS

"Today's Sports" with Frank Eschen is now a four-times-weekly on KSD.

"Don't Be Swindled" is a new Better Business Bureau series over KMOX, being heard Sundays with Ellenwood Players of St. Louis in the casts.

Another Sunday program just started on KMOX is "Matching Jobs and Men" under direction of Missouri State Employment Service.

"The Land We Live In", historical episodes of the Mississippi Valley, resumes in October on KMOX. Brad Simpson of Daugherty agency will do scripts for Union Electric Light & Power.

Billie Ruth Orr, 14-year-old soprano, youngest member on KSD staff, aspires to operatic stardom.

Dick Sharp, continuity director, and Wayne Short, announcer, at KSD, writes poetry in spare time—and sells it.

KANSAS CITY

Harry Clifford, KXBY commercial manager, back from a business trip to Chicago.

Mark N. Smith, KMBC research and merchandising director, on two-week vacation in Wisconsin.

Kansas City composers hit the airwaves with two original compositions this week, Al Crocker, manager of a local music shop and conductor of The Rhythmatics, a 15-minute musical program heard each Sunday afternoon via WDAF, contributed "In An Old Fashion Garden" to the Texas Rangers' Sunday morning CBS network show, while Ruth Royal, KCKN musical director featured one of her own compositions, "Empty Rooms," on her daily quarter hour show known as The Girl of a Thousand Songs.

SAN ANTONIO

Monett Shaw, WOAI vocalist, has a role in the S. A. Civic Opera, "Rose of Algeria," latter part of the month. Joseph Luther has returned from visits to the East and West.

Jack True and The Night Owls, heard over KONO, recently waxed two sides for Brunswick up in Dallas.

Mrs. Mary Jane Towler, assistant program director at WHKC, and her husband spent two weeks in New York.

KMA Chatter: Bill Schomette is now announcing the Falls City South-side Serenaders nightly, while Horace Shelton is punching the mike out at the Olmos Dinner Club.

New and nightly feature now running on KABC is titled "Do You Believe in Ghosts?"

OMAHA

Chief Engineer Mark Bullock of Central States Broadcasting Co. is supervising installation of KOIL's new RCA transmitter even though the new transmitter house is not ready yet. A temporary roof has been built over the uncrated machinery. Grand opening now set for Sept. 13.

Happy Green, production manager of KMOX, St. Louis, and Mrs. Green are visiting here. Mrs. Green formerly lived in Omaha.

Vic Bodine, KOIL news writer, will walk up the aisle Sept. 13 with Lois Mundenhof of Sioux City, Ia.

SAN FRANCISCO

Pinch-hitting for Dresser ("Death Valley Days") Cahlestead is Jimmy Matthews.

Donald Thornburgh, CBS v. p., here conferring with Phil Lasky, KSFO g. m.

Josephine Avis, KYA program department, vacationing.

Boston

Alice O'Leary has been signed by the First National Stores for a Fall radio series.

Sheila Barrett due in at Boston's Club Mayfair starting on Sept. 15.

The Bachelors—Tony, George, Oscar and Gus—the Colonial network's novelty male quartet, have been banging thme out in harmony for the past fifteen years. They are now heard two mornings a week over a Mutual coast network.

Cy Young, office manager at WBZ, taking two-week vacation trip by motor through Quebec and eastern Canada. Mildred W. Carlson, WBZ's Home Forum director, has given up the recipes for two weeks, while visiting her folks down in Wethersfield, Conn.

Del Castillo, production manager at WEEI, back at his desk after a vacation trip.

CBS Sales Promotion Moving

CBS sales promotion department is getting the boot again. This time department will move down to the 12th floor, taking over the space used by Radio Sales and the typing department on the same floor. Everybody but Victor Ratner, the department head, will be shifted downstairs.

Sales promotion is now located on the 18th and 19th floors. Radio Sales is moving down to the ninth floor.

Viola Flowers at WAVE

Philadelphia—Viola Cawood Flowers, who conducted the "Famous Philadelphia Women of the Week" programs over WIP, has been appointed radio director of one of the largest department stores in Louisville. She will supervise and announce all the store's programs over WAVE, also conducting WAVE's daily Musical Clock.

KFAB-KFOR Staff Changes

Lincoln—Marvin Damme of Cook, Neb., formerly with WJAG and KGBZ, has joined KFAB-KFOR as operator. Chet Gowan, announcer, has replaced Carl Saunders, who is going to KFXM, San Bernardino, Cal.

Deanna Durbin Signed

Deanna Durbin, juvenile soprano, has been signed as a regular member of the Texaco program when Eddie Cantor takes over the helm again on Sept. 12 over CBS.

Daughter for Wallington

West Coast Bureau, RADIO DAILY

Los Angeles—James Wallington is the father of an eight-pound daughter, born Monday night.

Garrett Leaves WNEW

Joseph C. Garrett, announcer and production man at WNEW, has resigned and leaves for the west coast today.

★ F. C. C. ★ ACTIVITIES

APPLICATIONS RECEIVED

World Wide Broadcasting Corp., New York. CP for new international station. 6040, 11790, 15250 kc., 10,000 watts.

Ashland Broadcasting Co., Ashland, Ky. CP for new relay station. 31100, 34600, 37600, 40600 kc., 10 watts.

James F. Hurley, Jr., Salisbury, N. C. CP for new station. 1500 kc., 100 watts, daytime.

Commercial Radio Equipment Co., Kansas City, Mo. CP for new high frequency station. 31600, 35600, 38600, 41000 kc., 250 watts.

APPLICATIONS RECEIVED

National Battery Broadcasting Co., St. Paul. CP for new relay station. 1622, 2058, 2150, 2790 kc., 2 watts.

EXAMINERS' RECOMMENDATIONS
KWTN, Watertown, S. D. Application for renewal of license be granted and CP for frequency and power changes be denied.

KGDY, Huron, S. D. Application for renewal of license be granted and CP for frequency and power changes be denied.

KGDY, Huron. Auth. to transfer control of corp. to Greater Kampeska Radio Corp. be granted.

APPLICATIONS GRANTED

WATR, Waterbury, Conn. CP to increase hours of operation, change frequency and power to 1290 kc., 250 watts, unlimited.

Times Publishing Co., St. Cloud, Minn. CP for new station. 1420 kc., 100 watts, unlimited.

George Harm, Fresno, Cal. CP for new station. 1310 kc., 100 watts, unlimited.

Hildreth & Rogers Co., Lawrence, Mass. CP for new station. 680 kc., 1 KW., daytime.

APPLICATIONS DENIED

Old Colony Broadcasting Corp., Brockton, Mass. CP for new station.

Michael F. Murray, St. Cloud, Minn. CP for new station.

National Television Corp., New York. CP for new experimental visual broadcast station.

CIO IS BLACKLISTING 'ANTI' COMMENTATORS

The CIO, following an attack on Boake Carter in Philadelphia last week, is now contacting leading radio commentators all over the country to ascertain their stands on the present labor situations. A proposal made in the Philadelphia situation suggested a ban on Philco products by CIO members for the duration of Carter's stay on the air under Philco sponsorship. It is believed that other anti-CIO commentators will be threatened with the same measures shortly.

Radio is being used in a bitter battle between concerns that have been stricken through labor difficulties and labor organizations. Commentators are being hired to talk anti-unionization in a hushed manner over networks and local stations alike. That the CIO will fight back via radio has already been revealed, but when the radio campaign will get under way has not as yet been learned.

"Jungle Jim" on 70 Stations

King Features Syndicate, sponsors of the transcribed "Jungle Jim" series, states that the serial is now heard over 70 stations from coast to coast. Strip is modeled after character appearing in comic sections of newspapers, and is heard locally in New York over WINS.

was opposite the name of another advertiser, etc. Sixty WTMJ programs and their sponsors were published in these lists in The Milwaukee Journal for three weeks. Cooperation of sponsors was obtained in the matter of donating valuable merchandise prizes, from an expensive refrigerator to merchandise coupon books. More than 100 prizes were offered. Obviously in order to participate in the contest people were required to listen to WTMJ all day in order to become familiar with the list of products advertised and the programs with which they were identified.

WTMJ advertisers were quick to realize the benefits accruing to them through the "Scrambled Programs Contest." They displayed prizes in their windows with signs calling attention to the contest and cooperated in other ways to promote the scheme.

WOPI Checkup

A personal interview survey was recently made by an independent organization of 1,830 homes in Bristol, Va.-Tenn., in the interest of WOPI. Results show that 80 per cent of the homes in Bristol are radio-equipped and that 98 per cent tune in regularly to WOPI. Other questions pertaining to advertisers on the air were also asked to check on listener reaction to certain programs.

... Radio's own daily newspaper modestly presents a series of 100 unsolicited testimonials as to what Radioland thinks of RADIO DAILY.

WSAN

Allentown, Pa.

"... Congratulations on your splendid publication."

Charles Seebeck

EDDIE CANTOR

Hollywood, Calif.

"... Congratulations on the alertness and entire setup of RADIO DAILY."

Eddie Cantor

KGY

Olympia, Wash.

"... The personnel of KGY have found RADIO DAILY to be of great interest. Both our Commercial and Program departments have derived great benefit from reading it."

W. R. Taft
Manager

... RADIO DAILY is six months old. It is growing fast. It already has the confidence of a great progressive industry. Watch RADIO DAILY.

★ PROMOTION ★

WTMJ Contest Clicks

WTMJ, The Milwaukee Journal Station, has just completed a promotion plan which in effect not only benefited the station in point of more attentive listeners but gave special emphasis to the commercial programs of all of the sponsors using the station.

Novel scheme was called the "Scrambled Programs Contest," which appeared in The Milwaukee Journal. The basic idea of the stunt was to get the people to rearrange a maze of well scrambled WTMJ programs, products and advertisers. In other words, there were three lists of names arranged in parallel, but in such a manner that one sponsor's product

1	9	3	7
SUN	MON	TUE	WED
THU	FRI	SAT	
4	5	6	7
10	11	12	13
14	15	16	17
18	19	20	21
22	23	24	25
26	27	28	29
30			

Greetings from Radio Daily

August 18

Walter O'Keefe

Gus Edwards

Bernard J. Prockter

McNINCH IS APPOINTED CHAIRMAN OF THE FCC

(Continued from Page 1)

by the resignation of Vice-Chairman Irvin Stewart earlier this year.

McNinch, who will serve temporarily on "leave of absence" from his FPC duties, was formerly mayor of Charlotte and has been highly successful in his handling of the FPC. Craven is expected to build up the technical side of the FCC.

Both nominations are expected to win quick routine confirmation by the Senate.

McNinch told RADIO DAILY last night that the President's move came as a complete surprise to him.

"I told the President my personal preference would be to remain on at the Power Commission, but that I considered his 'Presidential draft' a command when he asked me to take over at the FCC on a leave of absence basis."

McNinch expects to move over to the FCC within ten days.

Watch Tower Time Jam; Threatens FCC Squawk

(Continued from Page 1)

is using considerable spot broadcast time, sought the two one-hour shows for the Watch Tower convention to be held Sept. 19-26 inclusive in Columbus, O. Time set is 12 noon to 1 p.m. on Sept. 19, and 10-11 a.m. on the 26th, both Sundays. Since the organization (Protestant) has an international habit of attacking at least two important religions, numerous stations turned down the offer of a time buy, particularly at local rates. Also, no scripts are offered in advance, but premiums offered for time clearance where another sponsor conflicted.

Watch Tower authorities threatened to take the matter to the FCC when stations turned down the account and refused to clear time because the proposed talks were to be of controversial nature. Finally the account was given to the Acorn Agency Inc., where Sid Weiss, time buyer, is understood to have lined up 50 of the wanted 75 outlets. These include NBC, CBS, MBS and unaffiliated sta-

★ Coast-to-Coast ★

ALLAN JONES, singer and film actor, will be a permanent member of the Werner Janssen program for Fleischmann heard Sundays at 7:30 p.m. over NBC-Blue. Loretta Lee has been featured on the show for several weeks. Jones makes his third appearance next Sunday.

The story of Haym Salomon, Jewish financier who supplied George Washington with money for the Revolution, will be the first of five WPA "Great Men in History" broadcasts over WBNX starting Aug. 28. Warner Bros. plan to film this historical character.

WICC, Bridgeport: Frank Foti is back from a split-week Vermont vacation . . . Mr. and Mrs. Joe Lopez are in Maine . . . Lewis R. Doolittle lately airing from the New Haven studios, returns tomorrow at 2:15.

"Nocturne," the 11:30 p.m. program from WCAO, Baltimore, Monday through Friday, is making a big hit and many letters are being received. It features organ music by Roland Nuttrell, songs by John Ademy and poetry readings by Charles Purcell.

WLBC, Muncie, Ind.: Ed Pierre de Miller, news editor, has returned to his duties after vacationing in Chicagoland . . . Henry Marks, salesman, made a flying trip to New York on business this week . . . Don Russell, salesman, is taking the family to Lake Webster during his vacation . . . "The Old Ranger" starts a new series of programs for Citizens Gas Co. known as "The Range Roundup" this week . . . Maurice Crane, chief engineer, has completed a new paint job on his buggy . . . Fred "Packhorse" Ayer, merchandising director, is learning to do the "Big Apple."

After three days in the hospital to have a few throat repairs, Ed Tacy, chief announcer, WSPR, Springfield,

tions, with about 25 stations still to be chosen.

Watch Tower is paying the tariff on the line charges for the hookup and in most cases it is said to be not so bad due to many outlets already having tag-lines to one another. National rates are being paid, however, and no scripts can be presented in advance because Judge Rutherford is now in Europe. Even if he were here, it is said, scripts are never given out until broadcast time.

Watch Tower has an extensive plant in Brooklyn, where a lucrative business sells bibles, books and tracts. Sometime ago the organization cropped up in the press for its radio attacks in Spain on the Catholic religion. Although an agency with Jewish personnel is handling the account currently, Judge Rutherford takes time out to take a whack at the Jewish religion.

Mass., will head for the rock-bound coasts of Maine.

Returning to WNBC, New Britain, Conn. from vacations are Director Hal Goodwin, Chief Engineer Rogers Holt, Commercial Manager Larry Edwardson and Announcer Graen Paterson.

Women in Radio: Edith Martin, Secretary to W. A. Wilson, general manager WOPI, Bristol, Va.-Tenn., is considered the best informed person on the station's activities . . . Active in a business way, although not generally known, is Edna Mae Mosby, wife of A. J. Mosby, manager KGVO, Missoula, Mont. She is secretary-treasurer of the station . . . With her boss, Sam Gellard, manager of WLTH, New York City foreign language station, in Washington so often these days, Edith Julius takes active part in directing the station during his absence.

Tris Coffin of WNAC, Boston, is on the coast for a visit.

State Senator John J. McNaboe, who sponsored the recent bill to investigate crime, particularly with reference to men on parole, will talk tonight on "Shall Our Children Be Sacrificed to Arch Criminals?" over WINS and the New York Broadcasting System at 8:15-8:45.

William Winter, prominent Charlotte lawyer, returns to WBT this week in a new series titled "Headline Analyzer".

KSL, Salt Lake City: Irma Bitner, public relations head, back from vacation . . . Louise Hill Howe back to her production and direction duties after a coast trip . . . Three Gals from Way Down South replace the King Sisters on Sunday Variety Show . . . Vacationing: Leonard Strong, Byron Ray, Edward Broman.

Oshkosh Overall Series With "Lem and Martha"

(Continued from Page 1)

Oct. 1. Jim Pease has been brought out from New York to write show. Bill Bouchey will announce. Ros Metzger, radio director of Ruthrauff & Ryan, wrote the theme song, "Good Things Come in Pairs." Oshkosh used this team on WHO last year. R. & R. now has them on the same station for Penn Tobacco. Team has been optioned for six years. Figured as another potential Fibber McGee and Molly in appeal.

Harold Stretch Marries

Harold Stretch, WHN sales department, was married Monday to Elinor Wood. Frank McDonald, also of WHN, was best man.

CBS QUIZZES STATIONS ON THE AFM SITUATION

(Continued from Page 1)

gram sent to you, what is the union scale and what are the conditions as to hours, overtime and rehearsal period which would be applicable to the employment by you of musicians on a weekly basis?

(3) Would you be free to select any union musicians you wanted for your employment, or would the union insist upon influencing your selection?

(4) Are the unemployed musicians in your community solely dependent upon their profession, or is music only a part-time job for them?

(5) To what extent are the services of union musicians used in your station (a) on commercial broadcasts; (b) studio sustaining programs; (c) remote control broadcasts, giving total number of musicians employed in each category and number of hours employed

(6) Do you furnish the union musicians utilized in commercial broadcasts, or are they hired directly by the advertiser?

(7) Do musicians receive additional compensation when their services at hotels, dance halls, and the like, are broadcast by remote control programs?

(8) What are the places from which you are receiving remote control broadcasts and, in your opinion, would such places continue to hire orchestras if deprived of the publicity incidental to the broadcasts?

(9) To what extent do you use phonograph records (a) for commercial, (b) in sustaining programs?

(10) To what extent do you use non-union musicians, and what type of non-union musicians are employed by you?

(11) Do you originate programs for any regional network, and if so, are union musicians employed in such programs and do they receive additional compensation?

(12) What is the average weekly expenditure made by your station for the services of union musicians, (a) for sustaining programs; (b) for commercial programs for which you are paying musicians?

(13) What is the average weekly expenditure of advertisers on your station for union musicians paid directly by the sponsor or agency?

(14) How, to the best of your information, does the employment of musicians, both as to number and dollar expenditure at your station, compare with that of your competitors? Specify call letters of competing stations in your own territory.

(15) What factors, if any, are deterring the employment of union musicians by broadcasting stations in your community?

(16) If you have not already furnished such information as a result of the telegram sent to you, what, in your present judgment, is the maximum number of additional musicians that you would be prepared to engage on a regular basis in order to avoid a national strike as threatened by A. F. of M. which would deprive you of both the direct and indirect services of all union musicians?

(17) Please furnish any other information which you think might be helpful to us in connection with the solution of the pending problem.

ONE MINUTE INTERVIEW

CLARENCE MUSE

"The Negro race has been well represented on radio. They have given to the kilocycles such artists as Ethel Waters, Bill Robinson, Paul Robeson, Cab Calloway, Duke Ellington, Louis Armstrong, Eddie Green and numerous others. These artists have done much to foster good will for their people."

RADIO ARTISTS, YOU NEED A SECRETARY!

"MY PRIVATE SECRETARY," the complete secretarial service, caters to your exclusive needs, business and personal. Phone calls, correspondence, appointments, program details, and, well—give us a call and we'll tell you all about it. Ask for Miss Purcell.

BRyant 9-2319

MY PRIVATE SECRETARY

Secretarial Service for Radio Artists
48 West 48th St., N. Y. C. Suite 608



RADIO DAILY

Serving the Better Interests of Commercial Radio and Television



VOL. 2, NO. 35

NEW YORK, N. Y., THURSDAY, AUGUST 19, 1937

FIVE CENTS

Still Want Radio Probe

ASHBY TALKS COPYRIGHT TO FOREIGN SOCIETIES

London—Visit here of A. L. Ashby, vice-president and general counsel of NBC, ostensibly on a study of foreign copyright situation, is giving rise to the belief that the attorney is feeling out the possibility of a future direct contract between copyright owners and American broadcasters. Ashby conferred with officials of the Performing Rights Society and mostly dwelled on the desire of NBC to

(Continued on Page 3)

Young & Rubicam Shifts Accounts to Columbia

Young & Rubicam, according to present indications, is slowly drifting away from NBC and placing all its new radio business on CBS. Agency this fall will have five CBS shows compared with four on NBC. Time has been bought on CBS for the General Foods' full-hour Kate Smith show, the International Silver half-hour and Sanka coffee, another General Foods account, half-hour. International Silver and the Sanka used NBC facilities last season.

Young & Rubicam has also enlarged the Fels Naptha schedule on CBS to

(Continued on Page 7)

19 Stations Are Set In W. T. Grant Series

W. T. Grant stores has set 19 stations in the east and west for its disk series which gets under way Sept. 5. Disks feature Allen Prescott, the Wifesaver. Stations are WGR, WCAU, WJR, KSTP, WQAM, WMBR, WWL, WLAC, WMBG, WAVE, WFBM, WMC, KPRC, WFAA, KTSM, KSFO, KECA, KDYL and WHB. N. W. Ayer & Son Inc., Philadelphia, has the account.

Off the Griddle

Lincoln, Neb.—A microphone has been installed in the editorial rooms of the Lincoln Star, enabling hot news flashes to be transmitted directly to KFOR listeners.

John Edwards, local newscaster, only needs to turn a crank on a gadget, whereupon the control room cuts in immediately, and tuner-inners promptly get the latest events.

CRA Sales Meet

Chicago—Consolidated Radio Artists has called a two-day national sales meeting starting tomorrow at La Salle Hotel. President Charles Green and sales force numbering 40 men from New York, Los Angeles, Dallas and Cleveland to attend. Local manager Leo Salkin is back from vacation.

ATL. REFINING GAMES GET UNDER WAY SEPT. 18

Atlantic Refining football broadcast schedule gets under way Sept. 18 at Clemson, N. C., over WFBC. Between then and Dec. 10, sponsor will air 163 games. Twenty-one will be complete, or complete home schedules.

Sixty-five stations located in 14 states, Connecticut, Georgia, Maryland, Delaware, Massachusetts, New Jersey, New York, North and South Carolina, Ohio, Pennsylvania, Rhode

(Continued on Page 8)

Pittsburgh Coal Company Sets KDKA, WTAM Series

Pittsburgh—Pittsburgh Coal Co., world's largest producers of bituminous coal, start a series over KDKA here and WTAM, Cleveland, Sept. 9, presenting Lois Miller, vocalist, and organist, and 15-minute programs on Mondays and Thursdays.

(Continued on Page 3)

Recordings Are Broadcast Over NBC Nets from Abroad

Talent from New York At WWJ's Celebration

Detroit—Francia White, CBS singing star, is flying here from New York to sing at WWJ's 17th anniversary party tomorrow night.

Also on the program will be Detroit's favorite soprano, Winifred Heidt; baritone Syvor Thingstad;

(Continued on Page 7)

NEA Service, Inc., the world's greatest newspaper feature service. Advt.

Appointment of McNinch as Chairman of FCC Doesn't Appease Sen. White —Sykes May Get Court Post

P. G. PARKER IS NAMED V. P. CHICAGO AGENCY

Chicago—P. G. Parker, assistant manager of NBC's central division, has been named vice-president of Blackett-Sample-Hummert agency here, effective Sept. .

Prior to coming to NBC here seven years ago, Parker was with RCA. No announcement made as to successor at NBC. At Blackett's, his activities will be general, not having specific reference to radio.

Nash Is Taking Over "Prof. Quiz" Program

Nash Motors, a division of Nash-Kelvinator Corp., takes over the sponsorship of the CBS "Prof. Quiz" show on Sept. 4. Program is now sponsored by the other half of the firm, Kelvinator refrigerators. Geyer, Cornell & Newell Inc. is the agency.

Court Refuses to Enjoin Dramatization of Life

Chicago—Martin Durkin convicted of killing a "G" man, was denied a petition to enjoin Phil Lord and CBS from dramatizing him in "Gang

(Continued on Page 3)

By PRESCOTT DENNETT
RADIO DAILY Staff Correspondent

Washington—Despite apparent administration efforts to thwart off investigation of Federal Communications Commission by the appointments of Frank R. McNinch as chairman and T. A. M. Craven as a commissioner, Senator Wallace H. White, sponsor of a resolution to investigate the entire industry, yesterday appeared more determined than ever to press for action on his measure.

"It will take more than the appointment of a good man to the

(Continued on Page 3)

PRESIDENT ASKS DISKING OF HIS ROANOKE SPEECH

Charlotte, N. C.—President Roosevelt's attitude toward radio's influence and popularity was demonstrated strikingly when he asked WBT and other stations in this vicinity to record his speech to thousands of people gathered on Roanoke Island to celebrate Virginia Dare's birthday and 350th anniversary of founding of

(Continued on Page 5)

95 Accounts* in 2 Months Is the Record of WBAX

Wilkes-Barre, Pa.—While some stations have been crowing about selling a half dozen accounts and others have been complaining about bad business, WBAX here has sold no less than 95 accounts—all on the air

(Continued on Page 5)

Play by Anderson

Maxwell Anderson, distinguished American playwright, has written an original poetical drama for radio, titled "The Feast of Ortolans", which will be aired over NBC-Blue on Sept. 20 at 9:30-10 p.m. It is a one-acter with the French revolution as its background and marks the first radio play by a dramatist of such high standing.

NEA radio features represented exclusively by Stephen Slesinger, Inc., New York. Advt.



Vol. 2, No. 35 Thurs., Aug. 19, 1937 Price 5 Cts.

JOHN W. ALICOATE : : : Publisher

DON CARLE GILLETTE : : : Editor

MARVIN KIRSCH : : : Business Manager

Published daily except Saturdays, Sundays and Holidays at 1501 Broadway, New York, N. Y., by Radio Daily Corp. J. W. Alicoate, President and Publisher; Donald M. Mersereau, Treasurer and General Manager; Chester B. Bahn, Vice-President; Charles A. Alicoate, Secretary; M. H. Shapiro, Associate Editor. Terms (Post free) United States outside of Greater New York, one year, \$5; foreign, year, \$10. Subscriber should remit with order. Address all communications to RADIO DAILY, 1501 Broadway, New York, N. Y. Phone Wisconsin 7-6336, 7-6337, 7-6338. Cable address: Filmday, New York. Hollywood, Calif.—Ralph Wilk, 6425 Hollywood Blvd. Phone Granite 6607.

Entered as second class matter April 5, 1937, at the postoffice at New York, N. Y., under the act of March 3, 1879.

FINANCIAL

(Wednesday, Aug. 18)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Am. Tel. & Tel.	170 1/4	169 3/4	169 3/4	- 1/2
CBS A	29	28 1/2	28 1/2	- 1/2
Crosley Radio	20	20	20	- 1/2
Gen. Electric	57 3/8	56 1/2	56 5/8	- 3/8
North American	26 5/8	25 5/8	25 5/8	- 1
RCA Common	11 3/8	10 7/8	10 7/8	- 3/8
RCA First Pfd.	73 1/8	73 1/8	73 1/8
Stewart Warner	18 3/4	18 1/2	18 1/2	+ 1/8
Zenith Radio	42 3/8	40 5/8	40 5/8	- 1 1/4

NEW YORK CURB EXCHANGE

Hazeltine Corp.	163 3/8	163 3/8	163 3/8
Nat. Union Radio	17 1/8	13 1/4	13 1/4

OVER THE COUNTER

	Bid	Asked
Stromberg Carlson	13	14

Lewis and Green on CBS

CBS has booked John L. Lewis, CIO leader, and William Green, AFL head, for half-hour talks to be aired next month. Lewis will be heard on Sept. 3 at 10:30 p.m. Green will air on Sept. 12 at 8 p.m. Sterling Fisher, CBS director of talks, arranged the broadcasts.

NBC has announced no bookings as yet for either men. They might air Lewis on Labor Day, but nothing definite.



Radio Newsfeatures

Available to only one radio station in each city

Details on Request

Represented exclusively by

Stephen Slesinger, Inc.
250 Park Avenue New York

ET Men Deny Working Against Broadcasters

Important electrical transcription manufacturer, who did not wish to be quoted, told RADIO DAILY yesterday that the general impression that the ET industry was for selling the broadcaster down the river in the AFM dilemma was absolutely untrue and that such a course would be only hurting their best customers.

Talks between ET men have been on a most informal and undecided basis so far and they plan to wait until Sept. 16 when the AFM will know better its course of action. As the ET men see it, there is but one objective to the AFM controversy and that is to put more musicians to work. Thus it is strictly a station proposition, but the disk men, phonograph and otherwise are being used as the hammer.

For the ET studios to hire more musicians would be defeating the purpose of the AFM and keep still more local musicians away from the mike. Not every station will be forced to hire musicians, in the opinion of the ET manufacturer who points out the numerous towns where the AFM does not even have local unions or members. It is also believed that there will be sufficient time after Sept. 16 in which to adjust the matter to avoid public censure of the AFM.

WGY Originates 5 Weekly For NBC-Red Network

Schenectady—WGY has been commissioned to originate five programs weekly for feeding to the NBC-Red network. They include: Mondays at 4:30 p.m., "Summertime Syncopation," with Gordie Randall's orchestra, Annette McCullough, contralto, and Charles Blanchard, tenor; Tuesdays and Thursdays at 11:45 a.m., "The Hi-Boys," vocal and instrumental quartet including Max Raney, Doye O'Dell, Gilbert Fierros and Patrick Attan; Saturdays at 11:45 a.m., "Melody Men," vocal trio, with Edgar Moulton, John Sheehan and Fred Norris, accompanied by Steve Hall; Thursdays at 11:30 a.m., Frank Glen and orchestra in "Half-Past Eleven."

Mutual Rebroadcasts President's Address

President Roosevelt's speech from Roanoke Island yesterday was recorded by WOR-Mutual, and put on the air over WOR at 8:30-9 p.m. and over Mutual from 10:00 to 10:30 p.m., for the benefit of the listeners who missed the original afternoon broadcast at 4:30-5.

Gilman Takes Bride

West Coast Bureau, RADIO DAILY

Los Angeles—Don Gilman, NBC vice-president in charge of west coast activities, was married to Sara Hobson last Saturday, with few in the know. Lewis S. Frost, Gilman's assistant, and his wife were the witnesses. This is Gilman's second marriage.

WRTD, WTAR Swap Mikemen

Norfolk—John Carl Morgan, who has been with WRTD in Richmond since June, is back at WTAR here. Ernest Bowman goes from WTAR to WRTD to complete the exchange. The unusual schedule was part of summer plans for the Norfolk station and opening scheme for the Richmond outlet.

Old Gold Air Series Temporarily Shelved

Although Old Gold will definitely air a one-shot via a coast-to-coast CBS network Aug. 29, the plans for a regular series to follow shortly thereafter have been shelved, it was learned yesterday. Whether the tobacco firm intends to do any extensive radio advertising this fall, however, is still a matter for conjecture. It is possible that talent or time are holding up negotiations.

Special broadcast Aug. 29 is for the express purpose of announcing winners in the recent ciggie contest. Lennen & Mitchell has the account.

Bulova Back on WEA

Bulova Watch Co. returns to WEA on Sept. 12, with a series of time signals and product identification. The 52-week contract calls for five time signals nightly between 6 p.m. and station sign-off. Four will be limited to product identification and the fifth will be a 50-word announcement schedule for broadcast after 11 p.m. Biow Co. is the agency.

WNEW Swing Battle

In a "swing battle" conducted Tuesday night by Martin Block over WNEW, with Benny Goodman and Tom Dorsey as the recorded contestants, a total of 1,327 votes had been received by phone, mail and telegraph up to yesterday afternoon. Tally showed the winner leading by only seven votes—but Block wouldn't divulge his name.

Gets New Agency Post

Pettingell & Fenton, Inc., newly formed advertising agency, has appointed Louis Lowenstein director in charge of radio production. Lowenstein was formerly general manager for Vinton Freedley, theatrical producer.

Drown Joins Artists Bureau

Sylvan Drown has joined the Artists Management Bureau publicity staff, replacing Ed Hurley, resigned. Drown was formerly editor of Zit's and is just back from the coast.

COMING and GOING

FRANK MASON, NBC vice-president in charge of station relations, arrives from Europe early tomorrow morning aboard the Hamburg.

GEOFFREY A. PALMER, of 3DB-3LK, Melbourne, Australia, is in New York visiting the various radio headquarters.

Station executives in town yesterday conferring with NBC station relations executives were ALLEN CAMPBELL, WXYZ; CHARLES P. MANSHIP, WJBO; DON S. ELIAS, WWCN; JOHN McCORMACK, KTBS, and S. E. ADCOCK, WROL.

CBS station men expected at the Madison Ave. headquarters today are: FRANK MEGARGEE, WGBI; RAY P. JORDAN, WDBJ; J. T. WARD, WLAC; J. F. JARMAN, WDNC, and CHARLES F. CALLAWAY, WKBH.

WILLIAM L. HOPPE, station relations manager of World Broadcasting System, left last night for a vacation at his farm in Lyme, Conn. He will return after Labor Day.

FRANKLIN DUNHAM, NBC educational director, left yesterday for Interlocken, Mich., to visit National Music Camp and complete arrangements for a new fall show, Fun in Music.

HOWARD WILSON of Wilson & Robertson, station reps, in town for awhile on business.

C. G. MOSS of WKBO, Harrisburg, Pa., is in town for a few days.

BILL BURTON of Rockwell-O'Keefe left yesterday for Philadelphia.

JACKIE COOGAN arrived in New York on Tuesday and returned to Pittsburgh last night.

HARRY ENGEL of Fanchon & Marco radio department left yesterday for Cleveland and Toronto.

JOHN B. KENNEDY goes to Blauvelt, N. Y., to air a portion of RCA's "Magic Key" show Sunday from Camp Bluefield.

RUSS CLANCY, WHN chief announcer, has returned from his vacation.

CARL CARMER goes to Nantucket, R. I., to air his CBS show next Monday. He is scheduled to go to West Virginia Sept. 13 for a broadcast.

BOB KERR, who has been on the West Coast with Gene Austin, is in town for a few days negotiating contracts for the Ted Wallace Sing Band. Arrangements have been made for Bob Bundy to handle Kerr's artists during their New York stay.

BOB EDGE, WOR-Mutual's fishing commentator, is in Nova Scotia, from where he will do a show.

MORRIS LEVY of Levy Sons' Studio, London, following his arrival in New York via TWA from Los Angeles, where he studied Television Transcriptions, sailed for England on the Aquitania yesterday.

PATRICIA STARR, Judy's daughter, arrived Tuesday from Virginia to visit her mother here.

DAVID ALBER leaves for Connecticut today on business.

MILTON BLINK of Standard Radio's Chicago offices arrived in Hollywood yesterday via plane to confer with Jerry King on fall releases.

KATHRYN CRAVENS will fly to Detroit after her broadcast tomorrow to interview Sidney Corbett who has been paralyzed since 1933 and who wrote "The Cruise of the Gull-Flight" while confined in a hospital bed. Miss Cravens will give a report of her interview over CBS on Wednesday.

A New Package!
TED WALLACE SING-BAND
Featuring
Joan BROOKS RHYTHM-QUADS
PAUL JOHNSON 3 LITTLE CHICKADEES
"The THREE OARSMEN"
Ts BARREL HOUSE QUINTETTE
Sing SATIONAL!

KERR
-BUNDY
409 Brill Bldg.
1619 B'way CI 7-1345

SEN. WHITE STILL WANTS RADIO INVESTIGATION

(Continued from Page 1)

chairmanship of the commission," White told RADIO DAILY, "to straighten out the present situation. As a member of the committee before which confirmation of nominations will come up, I am forced to make no comment, but after the committee meeting I will have much to say about one particular commissioner."

The nominations, which were sent for confirmation to the Senate by the White House Tuesday night, are tentatively set for hearing during executive session of the committee today. Meanwhile it is being rumored that Judge Eugene O. Sykes, present temporary FCC chairman, is being seriously considered by President Roosevelt as a candidate to succeed the late Justice Van Orsdel on the U. S. District Court of Appeals.

It is understood that Senator Pat Harrison has recommended Sykes for the post, and Sykes had a long talk with the President on Tuesday. The U. S. Court of Appeals for the District of Columbia handles all appeals from the FCC and there are at the present time a score or more pending.

With Sykes on the court of appeals bench, McNinch will have an opportunity to rid the FCC of its inside strife and jealousies and to help it formulate an acceptable radio policy. One of his first jobs, of course, will be the Payne-Crosley matter.

Meanwhile it is reported that Craven as new commissioner is slated to succeed Sykes as chairman of FCC broadcast division. McNinch, on leave of absence without pay from chairmanship of the Power Commission, will return there after reorganizing FCC.

Commissioner Case last night denied that the Crosley-Payne row or new nominations were discussed at either broadcast section meeting or full commission meeting yesterday.

Pittsburgh Coal Company Sets KDKA, WTAM Series

(Continued from Page 1)

Miss Miller is now filling a date in Atlantic City.

Campaign also will include spots and transcriptions on various Pennsylvania and Ohio stations. Account is handled by Walker & Downing Agency.

Prominent radio production company is desirous of securing the services of an outstanding salesman who is thoroughly experienced selling to national advertisers and their agencies. Strictly commission basis only. Application held in strictest confidence. Write Box A-106, RADIO DAILY, 1501 Broadway, New York City.

NEW PROGRAMS—IDEAS

Behind the Scenes

"Programs and Personalities" is a summer series of promotion programs sponsored by WOAI with Jimmy McClain producing the program. For the weeks of Aug. 16 and 23 McClain visits the production and technical departments. Each of the programs in the series visits the different departments of WOAI. McClain is using a youngster named "Tommy" as the questioner, and through his questions information on the various departments is given to listeners with the idea of acquainting them with the functions of the radio station's various activities.

Quizzing Motorists

In "Hey Mr. Motorist", conducted over WOWO by Carl Vandagriff and Bill Davies in cooperation with the Fort Wayne Police Department, vacationists traveling along the Lincoln Highway are stopped and quizzed by these human question marks of the WOWO announcing staff. Safety on the highway is stressed throughout

Ashby Talks Copyright To Foreign Societies

(Continued from Page 1)

be indemnified in the event the network used a foreign composition in the catalog of Ascapi and it later developed an infringement suit.

More extensive use of foreign compositions was promised if an agreement would be reached whereby the network would be indemnified, since numerous works are somewhat shrouded in mystery as to exact origin, and copyright ownership, if any. PRS officials refused to enter into such an agreement.

Ashby, however, will continue to talk to various foreign performing rights societies abroad, of which there are 16 major organizations, receiving full government protection. It is understood that he is in charge of copyright matters for NBC and the fact that he is taking a deep interest in the workings and setup of the societies, gives his mission a somewhat mysterious appearance, although the attorney declared he is merely seeking to guard his company against copyright infringement suits on foreign works.

Before sailing for Europe, Ashby sought to have Ascapi enter into a similar agreement, whereby NBC would be indemnified in the event of an infringement through use of a foreign selection. Ascapi is understood to have stated it would rebate NBC pro rata for any work declared an infringement. On the basis of some 500,000 songs being used yearly, the rebate would be virtually nil. The NAB attack on the claims by Sesac and its catalog, in its report released this week, may also have a bearing on Ashby's talks with European copyright orgs.

the broadcast. Tokens are given the motorists in appreciation of their courteousness in stopping to be questioned.

"Curiosity Shop"

A new daily feature of interest to young and old alike is the "Curiosity Shop", aired over WGL daily at 3:45 p.m. It contains gossip about the moving picture stars, presents a daily review of the book of the moment, oddities behind the day's news, strange facts gathered from all over the world embracing highlights of unusual interest. Because of its varied interests the feature appeals to every member of the family.

Hotel Airts Tourists

The Hotel Olympic, a leading hostelry of Seattle, now filled with tourists, has inaugurated a weekly series of interviews with its important guests. New program is over KVI, which recently established studios in the hotel.

Court Refuses to Enjoin Dramatization of Life

(Continued from Page 1)

Busters." Convict declared that broadcast would injure his reputation, distress his family and injure his chances of obtaining a parole.

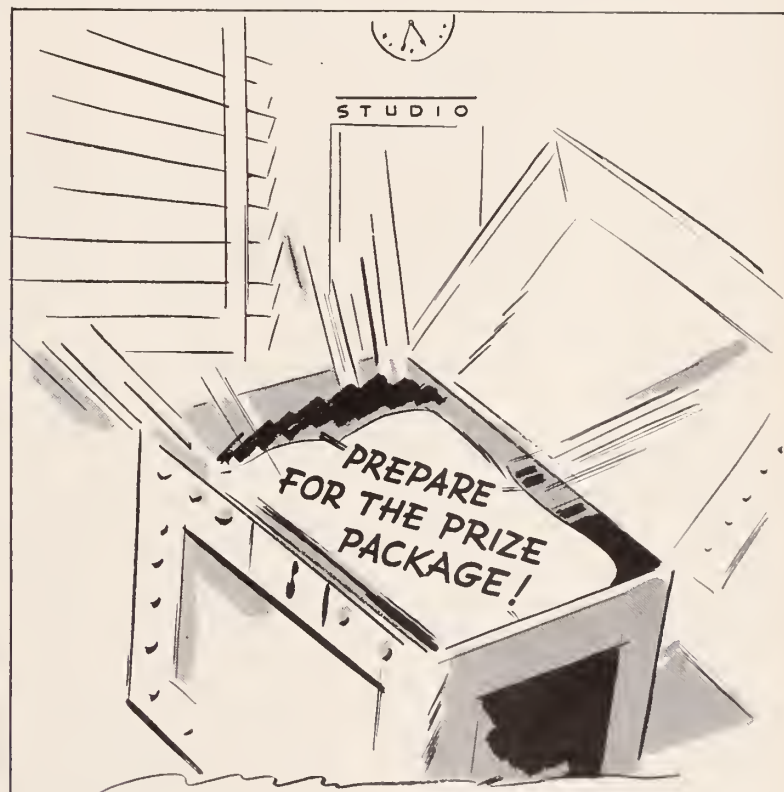
RECORDINGS BROADCAST OVER NBC FROM ABROAD

(Continued from Page 1)

cording of a previous interview with the Premier. Original plans were for the Premier to air an interview with Thomas from the Paris Exposition inviting Americans to visit the Paris Exposition this summer, but plan fell through. To make an actual live broadcast at the time the Sunoco broadcast goes on the air here, Blum would have had to remain up until after midnight.

Most recent case of a disk being used was the July 31 program from Amsterdam in which Queen Wilhelmina greeted Lord Baden-Powell, chief boy scout executive, at the opening of the International Boy Scout Jamboree. Program was a recording picked up from PHOBI.

NBC claims it was the victim of a loose condition in foreign broadcasting circles. Stations there think nothing of using recordings and some use practically nothing else. Question in the minds of others is whether NBC is relinquishing its rule on the broadcasting of recordings. The only official NBC broadcast of a disk was the WLS-Hindenburg disaster story.



(SEE PAGE THREE TOMORROW)

GUEST-ING

PAUL ALTHOUSE, on "Hit Parade," Aug. 28 (CBS, 10 p.m.)

HOLLACE SHAW, JOHN GRIF-FIN, HELEN MENKEN and BUDDY GIBSON, on "Hammerstein Music Hall," Aug. 27 (CBS, 8 p.m.).

CROSBY GAIGE, on "Magazine of the Air," Aug. 27 (CBS, 11 a.m.)

LOIS RAVEL, on Ken Murray program, Aug. 25 (CBS, 8:30 p.m.)

TOMMY RIGGS and "BETTY," on "Magazine of the Air," Aug. 25 (CBS, 11 a.m.)

ANDY ANDREWS and EARL TOWNER SINGERS, on Al Pearce show, Aug. 24 (CBS, 9 p.m.)

FRANCIA WHITE, ZEKE MANNERS, ROSE RIO, AL PHILLIP, ELSA and BILLY NEWELL and KEN CHRISTIE'S CHORUS, on Gulf summer show with Jay C. Flippen as emcee, Aug. 22 (CBS, 7:30 p.m.)

EVA JESSYE CHOIR of "Porgy and Bess," on Rudy Vallee program, tonight (NBC-Red, 8 p.m.).

BEATRICE LIND, soprano, on "Continental Program," with Josef Honti orchestra, Aug. 21 (NBC-Red, 12 noon).

PAT O'MALLEY, on the Benny Goodman Swing School, Aug. 24 (CBS, 9 p.m.).

LAURENCE STALLINGS and ARTHUR SCHWARTZ, on "Cavalcade of Music," Aug. 25 (CBS, 8 p.m.).

WNEW-WMCA Squabble

Most recent inter-station squabble between two local outlets occurred yesterday when the aftermath of an exchange of programs the previous evening was discussed at length by parties concerned. WNEW had scheduled a speech by Governor Hoffman of New Jersey and at a late hour Tuesday agreed to feed the talk to WMCA and the Inter-City network. At 7:50 p.m., 25 minutes before the speech was scheduled to go on the air, WNEW power failed, and speech was heard over WMCA with WNEW still on the feeding end, but unable to put broadcast on the air.

WMCA made a recording of the broadcast and allowed WNEW to put it on the air last night.

Gets His Audience

Believing that a studio audience would help his program, Colonel Jack Major, the "Colonel from Kentucky" on CBS at 3:30 p.m. Mondays, made several requests for this privilege. But the powers-that-be said no.

Said Colonel Major: "I'll do like I used to do in Vaudeville. I'll play to the orchestra! If they laugh I'll know it's good!" From then on, Colonel Major refused to rehearse his homespun humor and poetry before the orchestra. Now they do not hear the stories until air time. At last, Colonel Major has an audience, and although it's the toughest audience in the world he is making them laugh.



● ● ● George Jessel's appearance on the Al Jolson show will be on a week-to-week agreement—pending Jessel's present negotiations for a program all his own—beside the MBSustainer... Jack Costello replaced Milton Cross as wordslinger for the Vox Poprogram suddenly—and will remain permanently there until starting with "Radio Newsreel" in Sept.... Benny Goodman will do his Camel show on Sept. 7 from Dallas, the following week from the coast and the week after from New York with Jack Oakie returning that day... Johnny Green has been signed by Columbia Pictures to write the score and appear in "College Hero" with Gertrude Niesen and Jimmy Durante... When Francia White leaves here the 5th she will have made 11 guesstar shots within 32 days... Gabriel Heatter returns to his chores Monday after a four-week rest... Harry Hershfield's office would like to hear from him—they haven't since he went west two weeks ago!... Bernie Cummins sent the music boys a "demand" not to come stag to his Billmore opening last nite which prompted one feller to wail—because he had to take his wife!

● ● ● Assisted by Nurses Rauch and Fitte, Henry Dupree entered the Hotel Dieu, a hospital in New Orleans, and aired a show via WWL, interviewing the nurses on the care of new born babies. The kids bawling, etc., were also broadcast in this novel show... Sales force of WTAR, Norfolk, balances evenly with two men and two women representatives... John New heads the lineup, with Travis Barnes, Lucy Brooke Witt and Irene Lucas completing the dept.

● ● ● Campbell Soup will spend \$250,000 in advertising the Warner flicker, "Hollywood Hotel", because that is also the name of Campbell's air show... Cliff "Sharlie" Hall wanted to help Sid Marion with a shot on the Vallee hour—but will remain with Jack Pearl... Parks Levey has been signed to write material for Jack Osterman... Will Rockwell and Roger White meet their attorneys this afternoon to complete final arrangements for their partnership... Jack Lavin has placed William Farmer under his wing... Hoagy Carmichael has been signed by Paramount Pictures starting Sept. 1... Hudson-De Lange crew may go into the place they first started for two days before opening at the Paramount Theater. It's Leon Shor's Roadside Rest on Long Island... Ramona is being tempted with an offer to appear in London, and she may accept... Following Dorsey into the Steel Pier will be Lombardo, Mal Hallett and Rudy Vallee, with Harry Reser, Russ Morgan and Ferde Grofe spotted opposite at the Million \$ Pier... Help around town is being sought for Dave Oppenheim, who is expected back in harness shortly.

● ● ● Adele Purcell may become secretary to the National Democratic Committee... When John T. Vorpe, WHK-WJAY, Cleveland, production manager was in New York recently, he visited the spot where Guy Lombardo was playing... This was the first time Vorpe had seen Guy since announcing the latter's first air programs from Cleveland years ago where they started... Vorpe sent Lombardo a note and he remembered... Thus the two got together and hashed over old times.

NEW BUSINESS

Signed by Stations

WOAI, San Antonio

Lewis-Howe Inc. (Turns), transcriptions, through H. W. Kastor & Sons, Chicago; Frito Company, Dallas (Fritos), weekly 15-minute program over TQN through Erle Racey Advertising Agency, Dallas; Nu-Mo-Cide, 3 weekly 15-minute program over TQN; Penick & Ford, New York, (Brer Rabbit Syrup), announcements; Kenedy Hot Wells Inc., Kenedy, Tex., newscast announcements; Colman Lamp & Stove Co., Wichita, Kas., announcement through Potts-Turnbill, Kansas City; CSO Laboratories, Dallas, news announcements, through Ratcliffe Advertising Agency, Dallas; Coca-Cola Bottling Co., San Antonio, 2 weekly 30-minute periods through Wilson Crook Advertising Agency, Dallas, over TQN; Humble Oil, Houston, football games, through Franke-Wilkenson-Schiwetz, over TQN; H. Fendrich Cigar Co., New York, announcements, through Ruthrauff & Ryan, Bayuk Cigar, Philadelphia, announcements through McKee, Albright, & Ivey; Walker's Austex Chili, Austin, Tex., announcements through Wilson Crook Advertising Agency, Dallas; Carter Medicine, New York (Carter Little Liver Pills), announcements, through Street & Finney, New York; Magnolia Petroleum Co., Dallas, spot announcements, through Bruck-Sacks Inc., Dallas; Skinner Manufacturing Co., Omaha (Skinner's Foods), announcements weekly through Buchanan-Thomas, Omaha; Texas Commentator, Austin (Magazine), weekly 15-minute program through Shea Advertising Co., San Antonio; Devoe-Reynolds (Pee-Gee Paints) New York, through J. Stirling Getchell, New York.

Get Philco Series

Seattle — KRSC, KVI, KIT and KVOS are among the western Washington stations already selected by Sunset Electric Co., Philco distributors, for the new detective serial disks starting Sept. 5.

WMAQ, Chicago

Procter & Gamble, renews "Young Hickory" serial for Drene.

McAllister Baby Dies

Six-month-old son of Stanley McAllister, CBS building operations head, died early yesterday of pneumonia.

1	9	3	7
SUN	MON	TUE	WED
4	5	6	7
10	11	12	13
16	17	18	19
20	21	22	23
24	25	26	27
28	29	30	

Greetings from Radio Daily

August 19

John Fogarty

☆ Program Reviews ☆

"The Texas Rangers"

Returning to the CBS coast-to-coast network after a three year absence, "The Texas Rangers," originating at KMBC, Kansas City, at 9-9:30 a.m. Sundays, present a program of simple ballads and romantic songs of the old west in a manner that affords a bit of variety to listeners who like something appropriate to the day, yet less serious than much of the usual Sabbath radio fare. Taking a program idea that is none too fresh, the vocal quartet and ensemble of guitar, violin, accordion and bass manage to give it an entertaining presentation, employing an informal manner and a pleasing change of pace that ranges from straight, old fashioned fiddlin' to smooth swing versions of old time melodies with an occasional sweet number or novelty such as the sweet potato chorus of "Take Me Back to Colorado" which was featured on last Sunday's offering. A talented group of vocalists and musicians doubling on more than 20 different instruments, the Rangers demonstrate that this type of program may be made universally entertaining.

"Accent on Science"

Bowing in Tuesday night at 8-8:15 over WNYC, this "Accent on Science" series presented by the American Institute of Science seems to have in-

teresting possibilities. The initial program, with Dr. Jean Piccard of stratosphere fame as the personality interviewed, was an entertaining affair, handled informally, with much easygoing dialogue and not without occasional touches of humor.

Briefly

Though it is more or less a carbon copy of "March of Time," the WBIL series titled "Copy," dramatizing news highlights of the week and presented Tuesdays at 7 p.m., is quite effectively produced by Ted Cott.

Last Sunday's "Ave Maria Hour" broadcast from Garrison, N. Y., over WMCA - Intercity, elicited much praise. It was a special outdoor presentation in honor of The Feast of the Assumption. Charles La Torre directed, with Alfredo Antonini conducting the symphony orchestra and Howard Warwick doing the script.

Del Casino chalked up another good mark for himself when he guested on Mark Warnow's "Blue Velvet" program over CBS on Tuesday night at 8. His singing of "Whispers in the Dark" was tops.

Estelle Levy did nicely as the little girl in Tuesday night's "Your Unseen Friend" program presented by M. H. H. Joachim over CBS.

95 Accounts in 2 Months Is the Record of WBAX

(Continued from Page 1)

on contract basis at regular card rates—during July and August.

The 2,500,000 people of Wyoming Valley district in the anthracite coal regions seem to have gone radio-minded over-night. Fan mail has increased 300 per cent, with the tops for a single one-half hour program running to some 26,500 pieces of mail.

WBAX has an aggressive programming department and merchandising service. Station is headed by John H. Stenger Sr. as director, with John H. Stenger Jr. as technical director and H. A. Seville as manager. Seville has gone to Canada for ten days' fishing.

Michael Bartlett In Play

Michael Bartlett, stage, screen and radio tenor-actor, will appear in "Three Waltzes", to be produced on Broadway by the Shuberts this fall.

A NEW STAR on the musical horizon . . . MICKEY ALPERT and his Riviera Orchestra . . .

Appearing Nightly at

BEN MARDEN'S

RIVIERA

Just Across the Geo. Washington Bridge

President Asks Disking Of His Roanoke Speech

(Continued from Page 1)

first white colony in America. Speech recorded was broadcast by stations suitably equipped at 10:30 Wednesday night at chief executive's specific request which was made for purpose of enabling Roosevelt to hear himself while en route on his train back to Washington and so that those who were working during afternoon could get first-hand account of what happened during day at Roanoke Island.

WBT engineers had to record speech on two disks due to length of address, but shift from one disk to the other was made without hitch and program, when transcribed, sounded swell with only one slightly noticeable break.

Lee Chadwick to Coast

Norfolk — Lee Chadwick, WTAR continuity manager and announcer leaves for a vacation on the west coast next Monday. Major portion of time will be spent in Los Angeles. Jeff Baker, WTAR mikerster, will be relieved of air duties to fill for Chadwick during his absence.

KTSM Adds Newscasts

El Paso — KTSM, which recently signed for United Press service, has added daily newscasts to a total of seven. Charlie Amador is news editor. All of the news periods are sponsored.



There Are
6,000,000 Like Him

...BUT HE CAN HEAR

THERE are 6,000,000 hard of hearing children now on the way to adulthood. Some hear 'though their ears may have been affected since birth—others don't. Which group has the better chance for ultimate, useful citizenship?

Teachers, nurses, physicians—all agree that no child should be permitted to struggle with this handicap unassisted. Your child, if his hearing is below normal, deserves the help of a Buck Rogers 25th Century Acousticon, designed especially to appeal to children. Properly fitted, it immediately brings better hearing, guards against serious psychological pitfalls, permits normal hearing at school and normal social relations with adults and other children.

May we send you literature? Or, better still, won't you bring your child to an Acousticon office where we can *prove* the efficiency of the Buck Rogers Acousticon in meeting childhood's hearing problems?

Buck Rogers 25th CENTURY ACOUSTICON



**DICTOGRAPH
PRODUCTS CO., INC.**

580 Fifth Avenue

New York, N. Y.



DR. GEORGE COURRIER, president of Hammond-Calumet Broadcasting Corp., operating WWAE and the soon to be opened WHIP in Hammond, back from European vacation to prepare for opening of new station. Chicago studios are to be opened in Mather Tower on Wacker Drive. Other studios will be maintained in Hyde Park and Englewood districts as well as Hammond. Doris Keane will be manager of both stations.

Jimmy Park of William Morris agency is vacationing at his home in Prairie Grove, Ark.

Joe E. Brown, movie comedian headed for Canadian woods this week to relax following a stretch of baseball broadcasting here on WJJD.

Rae Shroeder, now chief engineer in Shenandoah, Ia., visiting WJJD, where he formerly was studio supervisor.

Carl Swanson, WJJD Engineer, vacationing in Audubon, Ia.

John Harrington, sportscaster, back from St. Louis where he had Dr. Robert Hyland, Cardinals' club physician, treat his injured shoulder.

Robert L. Kaufman, head of WLS promotional department, has named Edythe Dixon, former Chicago Daily News feature writer, as assistant and editor of Stand By, program magazine published by the station. Miss Dixon succeeds Virginia Seeds, who retired to do some homemaking for her husband Jack Retting.

Al Babaker, formerly head of publicity department of Montgomery-Ward, has joined the staff of Blackett-Sample-Hummert here.

Ivan Eppinoff, former Chicago band leader, has been named musical director of KEHE, Los Angeles.

"NBC Jamboree" rounds out fourth year with a big party on Saturday. Specially written script about boy and dog titled "Sunny Boy", played by Frank Pacelli, will be feature of show. Others on show will be Don McNeill, emcee for four years; Jackie Heller, Sylvia Clark, Bill Thompson, the Men of Note and Harry Kogen's ork.

F. W. Fitch Co. auditioning for new talent for show starting Sept. 5. Ranch Boys and Morin sisters have been used for last two seasons.

Whythe Walker of WIND Sales staff is the father of an eight-pound daughter.

Nancy Nelson, formerly with Kay Kyser's ork, is joining Jack Denny at the Drake Hotel as vocalist.

Martha Raye, having some time on her hands, is playing tennis with Little Jackie Heller.

Dorothy Shideler Mead of "Betty and Bob" is the mother of a girl.

Nino Rinaldi's ork has replaced Bob Tinsley at Colosimo's with a WIND wire.

WJJD "Supertime Frolic" (Drug Trades) will be taken over by the

ORCHESTRAS - MUSIC

MR. and MRS. JESSE CRAWFORD and their orchestra, with Bob Murray as vocalist, have been getting a swell reception at the Hotel Peabody, Memphis, the past few weeks. Murray, at one time with Paul Ash, but more recently singing over WHN, New York, joined the Crawford aggregation at the beginning of the Memphis engagement, which will continue for another fortnight at least. The band airs over WREC, Memphis.

Leo Reisman, recently back from Paris and Monte Carlo engagements, returns to the Waldorf-Astoria's Starlight Roof on Wednesday, following Guy Lombardo.

Abe Brashen, with his singing violin and orchestra, formerly on KOMO and KJR, Seattle, has been signed for that city's newest nitery, Le Chateau.

Tweet Hogan and his ork will air from Fairview Gardens, Lake Manitou, Ind., over WOW, starting Aug. 20.

Johnny Fielder and his orchestra now have a half-hour program every Sunday afternoon over WOAI, San Antonio, while Buddy Hancock's band appears on Wednesdays for 15 minutes.

Frank Dailey's aggregation goes in to the Pennsylvania Hotel Roof on Saturday, succeeding Tommy Dorsey.

Because of the splendid showing Emery Deutsch made during his record seven months run at the Rainbow Grill, the Gypsy-fiddling maestro has been signed to supply the music for Rainbow Room patrons beginning Aug. 24. This incidentally, marks the first time any orchestra has been booked into the swankier room directly from the Grill. Previous commitments limits Deutsch's stay to six weeks, but according to a stipulation in the contract he and his orchestra will return in January for a longer run. During his sojourn in the Rainbow Room he will introduce a new vocalist, Ann Kincade, who has never before been seen in any nite spot. Deutsch and his aggregation will be aired via NBC three times weekly.

Vincent Lopez, who is to lecture on jazz at N. Y. U. during the fall semester, is proving a true friend of the collegian. Last fall he sponsored song-writing contests on several east-

ern campuses. Now comes the announcement that he will audition collegiate songsters in various parts of the country. A week's engagement with his orchestra is promised to the winner of each contest. The first one will be held Thursday afternoon at the Piping Rock Club, Saratoga Springs, and is open to collegians now living in upstate cities and towns.

Mike Reilly and his ork booked by CRA for the "Gypsy Village," Louisville, starting Aug. 27.

Jess Hawkins, whose music is featured at the New Penn Club, Pittsburgh, has signed a management contract with CRA.

Jack Denny will start a month's series of one nighters throughout the middle west, on Sept. 16. Set by CRA.

Jerry Blaine and his orchestra will double bookings between Brighton and Manhattan Beaches, N. Y., starting Aug. 22.

"Blue Interlude," a new ballad which attracted the attention of many major song publishers, will be published by Ager, Yellen & Bornstein. Credits go to Jack Cooper, composer, and Hy Zaret, lyricist.

Willard Brown and his orchestra have been booked into Budd Lake on a five-week basis. Max Spector handles the orchestra and set the deal. Clyde Burke, also under contract to Spector, is currently being heard over WMCA.

Rudy Bundy closes his 10-week engagement at Reade's Casino, Asbury Park, tomorrow. Takes his sizzling clarinet and band for a two week stay at the Iroquois Gardens, Louisville, then jumps directly to Boston to open a winter's engagement at Levaggi's, with a CBS wire.

Paul Johnson, new a-la-Crosby-Cooper vocalist, opens tomorrow with Lou Breese at the New York French Casino.

California Ramblers are returning soon to New York after three-year French Riviera stay, including dates at Cannes, Nice, Mentone and Monte Carlo. Band, a big Westchester name, having played four years in their own club prior to Continental Tour. Boys will record upon arrival then take a month's vacation before resuming. Theater dates now being lined up.

Standard Radio Adds Clients

Chicago — Standard Radio Inc. added 10 new library subscribers the past month. Twelve old subscribers also were renewed and 26 stations signed for the recently inaugurated Popular Supplement. The Supplement is now being used on 125 stations.



JIMMY GRIER wound up his four weeks on the Olsen & Johnson-Richfield show with the current week's program, and Ted FioRito takes over for the next cycle of four, following which the comics and their troupe start on the advertised barnstorming tour to San Francisco, Portland and Seattle, utilizing local bands in each of the towns played.

RCA-Victor just completed waxing several numbers from the latest Walt Disney "Silly Symphony" cartoons in Spanish for the Latin-American market. Harry Myerson, head of the local studio, states that these disks are top sellers in all of the South and Central American countries.

Judge Edward Brand, known to most picture and radio people, served as "technical advisor" on the marriage ceremony at NBC last week in which Norris Goff, the Abner of "Lum and Abner," married himself to himself with himself as witness . . . or something of that sort.

Don Bernard, CBS producer, takes over the Texaco Town chore surrendered by Bill Goodwin when he left CBS to join the Wm. Esty office recently.

Helms Bakeries contracted for 15-minute sportscast, Mondays at 5:15, on KECA for 52 weeks beginning Oct. 4.

Alden Packard, maintenance engineer for CBS, vacationing here and looking over the new studio under construction.

Feg Murray, cartoonist, set for regular spot with Ozzie Nelson on NBC Blue when broadcast moves to Hollywood in October.

Pan-American Radio Productions is releasing 78 episodes of the perennial "Chandu" in Latin America, by arrangement with Earnshaw-Young Inc. Pan-American is controlled by Lucia Villegas and Irvin Willat and specializes in Spanish language disks.

Jack Benny and Paramount got together by cable on a new ticket for eight pictures to be made in four years. First slated is "Music Over America."

Larry Evans, vice-president of Columbia Concerts Corp., is in from New York for three or four weeks huddling with Art Rush, in charge of the local CCC office.

Eton Boys Booked

Eton Boys have been booked for a series of personal appearances in three midwest cities. Group will appear in Chicago, Cleveland and Detroit. Paul Ross of Columbia Artists Inc. set the deals.

Whiteman Signs Vivienne Segal

Vivienne Segal has signed with Paul Whiteman. All bookings will be handled by his Artist's Management Bureau.

Cumberland Ridge Runners this week, succeeding the Pickard Family, who plan a vacation in Tennessee. Ridge Runners cast includes Doc Hopkins, Harty Taylor, Karl Davis and a newcomer Mert Minnick. Other acts on the show are Flannery Sisters, Shelby Jean Davis and Buster Glosson.

PROMOTION

KGW Newspaper Splurge

KGW, Portland, Ore., took a full page in the Portland Oregonian on the occasion of dedicating its new 625-ft. antenna. Ad included some historical data about the station, along with highlights of the inaugural programs and some art work.

KVOO Staff Brochure

A pictorial brochure showing photographs of the seven local announcers, 67 staff artists and musicians, and a number of the local program casts in costume is offered listeners writing in to KVOO, the 25,000 watt station in Tulsa, Okla.

KDAL to Extend Time

Duluth—Coincident with becoming affiliated with CBS on Sept. 5, KDAL plans to extend its broadcast schedule beyond the present 9 p.m. sign-off.

KDAL and the Duluth-Superior listening area will be greeted with a special dedicatory program on Sept. 5. Music will be supplied by Frankie Masters' orchestra and others.

Evans Fur Goes Script Show

Chicago—After a half dozen years of broadcasting musical shows on as many Chicago stations, Evans Fur Co. has bought its first script show for airing over WGN. Show is titled "Dangerous Paradise," by Morrison Wood of WGN production staff. Evans will continue its present series with Don Pedro and his violin on the station.

Wood also has taken over scripting of "Wife vs. Secretary," which has been written by Bon Andrews of Blackett-Sample-Hummert staff in New York. Andrews is taking over some of Mrs. Anne Hummert's duties while she vacations abroad.

WOV-WBIL Engineer Changes

Harry Grelck has resigned from the WOV-WBIL engineering department to accept a similar position with NBC. Joseph Deppe, former chief engineer of the now defunct WLWL, and Frank Kearney, control man of the same organization, are now members of the WOV-WBIL engineering staff.

Gilbert McDonald, formerly of WNEW and WGBB, has been added to the staff of WOV-WBIL engineering staff.

Transradio Adds Two

Transradio Press has signed two additional outlets in WIP, Philly, and WCLO, Janesville, Wis. This gives Philly two Transradio outlets, the other being the recently signed WCAU.

WCLO is owned and operated by the Janesville Daily Gazette, which paper also uses Transradio service.

Young & Rubicam Shifts Accounts to Columbia

(Continued from Page 1)

three quarter hours weekly. The only old-timer on CBS for Young & Rubicam is the Gulf show. With the advent of the fall season agency will use a total of 3 1/4 hours weekly on CBS. Agency is using NBC webs for Jell-O, Grape-Nuts, Packard and Bristol-Myers, a total of 3 hours each week.

The signing of two General Foods for 1 1/2 hour weekly makes the split of General Foods radio placed on NBC and CBS by Young & Rubicam exactly even.

General Foods radio placed by Young & Rubicam totals 1 1/2 hours on CBS and one hour on NBC.

During the whole of 1936 Young & Rubicam spent \$500,000 for CBS time. This was far from the top agency expenditure on the net. That the agency will double last year's CBS figure is certain. The Kate Smith show using the largest network, 77 stations, of any of its radio accounts is good for \$200,000 before the end of the year. On the other hand, NBC's 1936 Young & Rubicam billings of \$1,750,000 will not be topped. Agency had the Spud-Ed Wynn show on NBC last year, account has since switched to Gumbinner. Shift to CBS by agency is all the more interesting in that it has all happened since Carlos Franco, ex-NBC salesman, has become network time buyer for Young & Rubicam.

Talent from New York At WWJ's Celebration

(Continued from Page 1)

NBC comedians Swor and Lubin, with a blackface act; a 40-piece concert orchestra directed by Mischa Kottler, and Paul Leash with his "Swingsters."

The party will be broadcast over the NBC-Red and also over W1XAL, high powered Boston short wave station, and over W8XWJ, the Detroit News ultra high frequency station. Thus, with the right atmospheric conditions, it should be heard over a great part of the world.

On Sunday night, also as part of the 17th anniversary celebration, Joan Blaine comes to Detroit to take the leading role in St. John Ervine's "Jane Clegg." Both programs will be broadcast at 10 p.m.

WHBL's Busy Day

Sheboygan, Wis.—The staff of WHBL had a busy day a Sunday ago, with seven remotes in addition to studio programs. The remotes included three one-hour shows from the county fairgrounds at Plymouth, two church services, a broadcast of the city's German day celebration, and a description of a State league baseball game.

IBEW New York Local

International Brotherhood of Electrical Workers, AFL union, has established a New York local, according to Edward Kloter, IBEW v. p.

... Radio's own daily newspaper modestly presents a series of 100 unsolicited testimonials as to what Radioland thinks of RADIO DAILY.

W H B

Kansas City, Mo.

"... Your organization is publishing a very newsy sheet!"

Don Davis
President.

CONSOLIDATED RADIO ARTISTS

New York City

"... RADIO DAILY is certainly replete with news covering all phases of radio and bespeaks detailed coverage on the part of your editorial staff."

Frank Burke
Director of Radio.

W G A R

Cleveland, Ohio

"... Allow me to add my congratulations to those which you of course have received from others in the industry—'It's what we've been waiting for—fills a long felt want—nothing like it—' and other similar press agentted phrases of praise and delight."

Graves Taylor
Press Director

... RADIO DAILY is six months old. It is growing fast. It already has the confidence of a great progressive industry. Watch RADIO DAILY.

SAN FRANCISCO

Tro Harper, former special assignment man for Life and Time magazines, has been signed as news editor, a newly created post, at KSFO.

Bob Garred, former writer, announcer and program manager at KRLC, has been added to the KSFO mike staff. He will announce newscasts in collaboration with Tro Harper, recently signed news editor.

Ralph Edwards, former KSFO mikeman who left a year ago and clicked on the national nets, is still climbing. Latest achievements by Edwards is a Hollywood screen test for "Manhattan Merry-Go-Round."

Engineer Paul Williams has assumed Paul Schulz' work at KYA with the latter on vacash.

Atl. Refining Games Get Under Way Sept. 18

(Continued from Page 1)

Island, Florida and Virginia will air the games.

Last season Atlantic aired only 112 games over 41 stations. This year the sponsor intends to cover as much area as possible, rather than concentrate on any one key market. Commercials will continue to be brief and none will be aired during actual play time, said Joseph R. Rollins, Atlantic's advertising manager.

Games will be aired over from one to 20 stations. In the latter event, sponsor will form his own network. Colleges who have signed agreements with Atlantic are Boston College, Richmond, Maryland, Ohio State, Temple, Pennsylvania, Pittsburgh, Carnegie, Duke, Lafayette, Franklin & Marshall, Delaware, Virginia, Furman, Albright, Villanova, Holy Cross, Florida, Dartmouth, Clemson, University of S. Carolina, Georgia and Virginia Military Institute.

Sponsor will employ 21 play-by-play announcers for the games and each commentator will have at least one assistant. On the more important contests three men will be assigned. Presence of WGY, KDKA, WBT, WTIC, WHAM and WCAU, all 50,000 watters, on the Atlantic schedule this year is the result of the networks having rescinded its rule which prohibited these stations from being included in last seasons setup. N. W. Ayer & Son, Philadelphia, has the account.

ONE MINUTE INTERVIEW

WALTER HUSTON

"Once your ear becomes attuned to Shakespeare's lines, they become very easy to read. At first they may seem difficult because the meaning of the words and sentences is so complete. It takes a while to grasp them fully."

★ Coast-to-Coast ★

FROM Birmingham's WBRC: John C. Bell, chief engineer and one of the south's best known authorities on radio engineering, recently assumed the office of general manager . . . Eugene "Bull" Connor, veteran baseball announcer and newly elected Commissioner of Public Safety for the city, back from Florida vacation trip . . . John Bernard is the newest addition to the engineering staff . . . Bill Edwards, announcer, on the job again after a Florida honeymoon, culminating a schoolday romance with Julia Mae Stacey . . . Don D. Campbell, crack commercial man, is back at work after a long vacation . . . Fred Smith, sports revue announcer, is attending the football coaching clinic at the U. of Ala.

Jean Sablon returns to NBC's "Magic Key of RCA" on Sunday after a two-week absence.

WTAR, Norfolk: Campbell Arnoux, general manager, visiting New York on business after a three-day mountain holiday . . . Vaughn Bradshaw, production manager and Norfolk Hot Clubber, earing the swingers on a vacation trip to New York . . . Don Martin, new voice on WTAR, is doing a daily quarter hour labeled "Swing-copation Time," using hot disks and chatter.

C. B. Arnold, radio station operator of Juneau, Alaska, is in Seattle on business and pleasure, stopping at the Hotel Gowman.

WFIL, St. Louis, vacation briefs: Bill Durney, director of public relations, and Bart Slattery, publicity manager, are off for a vacation together. They intend to cover plenty of territory but still stay in the middle West. The first part of their vacation will be spent in Missouri's beautiful Ozarks, then to the Illinois State Fair at Springfield for the 100-mile Speedway Classic (both are devotees of auto races) with the last part of their vacation spent in Lawrence, Kas. . . . Edgar P. Shutz, commercial manager, is expected to return tomorrow, while Roger Bacon was back at the mike on Monday . . . Ted White of the sales department is off on a two-week vacation in Port Huron.

Frances Fullerton Neilson, writer of children's radio plays which have been aired over both the NBC and Mutual networks, is preparing the radio version of "Alice in Wonderland" for Star Radio Programs. The show will be done as a serial. Mrs. Neilson's "The Topaz Room" and "The Orgets" were among her most famous radio works. She has also done children's stories and articles for national magazines.

Frank W. Fuller, wealthy sportsman, and first participant in the 1937

National Air Races to arrive in Cleveland, will go on the air over WJAY today for an interview, to be conducted by announcer Carl Mark.

WCPO, Cincinnati: James C. Hanrahan, vice-president of Scripps-Howard Radio Inc., and George Hart, sales promotion manager of WCPO, are back from a four-week stay in Memphis . . . Sheldon Regan of the office force has returned from vacation.

WNYC's "Contract Bridge" program, conducted by Donald Von Maltitz, gets a lot of mail. Herman Helm's chess program also has many loyal followers.

Doc Rand, who broadcasts Albany's games over WOKO and WABY for Wheaties and Goodrich Tires, led General Mills' 80 announcers in the ad lib contest last week. Rand copped three prizes for crack remarks.

Paul Adanti, Union College graduate, has taken a job at WGY, Schenectady, and a wife at WFBL, Syracuse. Before leaving the latter city to join WGY, Adanti married Frances Stevens, secretary to the commercial manager of WFBL.

WSBT-WFAM, South Bend: Lee Douglas, emcee of WFAM's "Morning Bugle," left this week on a Wisconsin motor trip, with Bob Barker subbing for him . . . Herb Cole, studio technical supervisor, gets back Aug. 23 . . . Joe Boland, special events and sports commentator, resumes his duties as line coach under Elmer Layden at Notre Dame following a trip east . . . Bob Drain will handle the "Man on the Street" . . . Mark Boyden and Joe Eubanks have been alternating at the mike for the softball tourney.

The newly formed Wisconsin Broadcasting System, a mutual organization, with three Wisconsin stations, WHBY, Green Bay, KFIZ, Fond du Lac and WIBU, Poynette, as members, is unique in that there are no officers but a directing body composed of Rev. James A. Wagner, manager of WHBY, Emory Martin, manager of KFIZ, and William Forrest, manager of WIBU, will act as a managing group to take charge of the network's activities. Press relations are to be handled out of the Green Bay office, while a program clearing house will be established at Fond du Lac. Plans call for united network programs both of a commercial and sustaining nature, and talent from throughout the state will be available for these shows. Sims, a division of Siems Bros. Inc., St. Paul, has the honor of becoming the first commercial account of the network and a daily program for Sims

KANSAS CITY

Randall Jessee, announcer at KCKN, has resigned to join KWOS, Jefferson City, Mo. James Sherman, who has done dramatic work on the west coast, takes his place.

WHB is sponsoring an excursion to the Missouri State Fair at Sedalia on Sunday, offering listeners a special rate that includes railroad fare, luncheon and dinner and admission to the fair. Advertising the trip with a daily quarter hour recorded program and three daily spot announcements, a special WHB International Review scheduled for appearance that day at the fair is offered as an inducement to Kansas City listeners to make the one day trip.

Vera Cottingham, hostess at WHB, has resigned. She has been succeeded by Claire Dyer.

Andy Anderson, accordionist on the WHB staff pinch hit for Paul Sells when he was unable to appear with the Texas Rangers' on their Sunday morning network show because of an appendicitis attack. Sells is now back at the studio.

Olaf Soward, KCKN news commentator, and Al Stine on the WHB continuity staff are back from vacation, while WHB's John Schilling and Dick Smith are expected back the first of next week from Canada.

Malt-O-Wheat will begin over the chain Sept. 1.

Bradley Kincaid, WGY, Schenectady, announcer is billed as the "Kentucky Mountain Minstrel," and it isn't all a pose. Brad has just purchased a 100-acre farm in Saratoga County and stocked it up with a herd of cattle and two saddle horses. Will retain his winter residence at Garden City, L. I.

Besides presenting the grandstand show at the opening of the Sheboygan County Fair in Plymouth, Wis., Station WHBL broadcast daily programs from temporary studios on the fairgrounds. Talent in the grandstand show included the Little German Band, Gretchen Kuhl, German singer; the Cripple Creek Serenaders, Les Schmidt, accordionist; George Eisold, pianist; Ray and Eddie, vocal duo; Betty Putnam, tap and acrobatic dancer, and Tex Meyer and Eddie Hasenstein, fiddlers, with William L. Doudna, program director, as emcee. Broadcasts from the tent studio, the midway, and the grandstand, included daily "Midway Interviews," interviews and music from many sources.

William Sears, announcer, has joined the staff of WHBL, Sheboygan, Wis. He came from WOMT, Manitowoc, Wis.

DON KERR

Master of Ceremonies

WMCA

Fox-Fabian Amateur Hour
General Mills Sports Parade
Fox-Fabian Professional Parade



RADIO DAILY

Serving the Better Interests of Commercial Radio and Television



VOL. 2, NO. 36

NEW YORK, N. Y., FRIDAY, AUGUST 20, 1937

FIVE CENTS

Indep't Stations in AFM Parleys

NEW CHAIRMAN OF FCC STARTING FROM SCRATCH

Admitting that he has not followed radio and knows little about it except what he has read in the papers, Frank R. McNinch, whom President Roosevelt has drafted from the chairmanship of the Power Commission to serve in a like capacity at the FCC until its affairs are straightened out, will be practically starting from scratch. An examination of his career gives no hint of what he is likely to do.

Born in Charlotte, N. C., April 27, 1873, McNinch attended public schools and Major Braid's School for Boys,

(Continued on Page 7)

27½ Hours Weekly Placed By Schillin Adv'g Corp.

Schillin Advertising Corp. has placed 27½ hours of radio time starting with the weeks of Sept. 6 and 13, over five stations in the New York metropolitan area. The contracts, all for 52 weeks, include:

WNEW: Nostane Products Corp., six 15-min. periods; American Institute of Food Products, six half-hours; Michaels Credit Dept. Store, six 15-

(Continued on Page 2)

Working on New Ideas For Palmolive Program

West Coast Bureau, RADIO DAILY
Los Angeles—Benton & Bowles office is toying with several ideas for Palmolive, now that the M-G-M deal is on ice permanently. Piped east for audition by Colgate and B.&B. execs. were samples of Sidney Skolsky's film chatter, and an episode or two of "It Happened in Hollywood," script idea authored by Carleton Morse, whose "One Man's Family" hasn't done so badly through the years.

Waring's Sideline

Toledo—Fred Waring, orchestra leader, announced this week that a kitchen mixer which he had invented will be manufactured by Air-way Electric Appliance Co., Toledo, makers of Air-Way vacuum cleaners and other products. Waring was in Toledo completing arrangements for manufacturing the mixer, before going to New York.

Slugs Plugs

Detroit—A series of body blows at General Mills, charging sponsor, who was not mentioned by name, with overdoing the plugs in baseball broadcasts, were delivered this week by Sports Editor Harry G. Salsinger of The Detroit News, owner of WWJ, over which the broadcasts go. Salsinger said ballcasters Ty Tyson (WWJ) and Harry Heilman (WXYZ) are asked to read "the sort of gush that figuratively turns their stomachs." He added that one of the pair is so disgusted he's giving up ballcasting after this year. Besides this column, Salsinger for two days also burlesqued testimonials and took other raps at gushy commercials. WWJ officials had nothing to say, explaining they had no control over the writings of The News.

NBC HAS 90% MONOPOLY ON WLW'S NIGHT TIME

If figures tell the truth, WLW is still an NBC station by a long shot. Network is airing or will air before the end of the first week in October a total of 35¼ hours weekly through WLW for its clients. Of this amount, 15¼ hours are daytime periods. Mutual comes next with 3½ hours weekly, all but an hour of which is daytime. Transamerican to date has a half-hour on the station, the Vitalis show on the WLW Line. Another 75

(Continued on Page 2)

Series of Conferences Called for Unaffiliated Broadcasters on Demands of Musicians' Federation

45 STATIONS ARE SET IN PAINT SPOT SERIES

Extensive fall spot campaign for Wadsworth-Howland and Peaslee-Gaulbert, two Devoe & Reynolds Co. (paint) subsidiaries, will use a total of 45 stations.

Peaslee schedule calls for 13 one-minute WBS disks, three times a week between 5 and 6 p.m. on 35 stations, beginning the week of Sept. 13. Stations are: WMAZ, WEOA, WFBM, WSFA, WGPC, WSM, WJSV, WRVA, WPTF, WBT, WSAZ, WCHS, WHAS, WFBC, WIS, WSB, WTOC,

(Continued on Page 3)

3 Staff Appointments For Wilder Stations

Syracuse—Appointment of Charles Denny, now manager of WJTN, to sales director of all three Central New York Broadcasting Corp. stations—WSYR here, WJTN in Jamestown and WNBX in Springfield, Vt.—is announced by President Harry C. Wilder. At the same time, Basil Blizard has been shifted from national sales to manager of WJTN, while Phil Hoffman, formerly of the Iowa network, becomes manager of WNBX. Fred R. Ripley is vice-president of the network.

Independent broadcasters desperately striving to arrive at a solution of the AFM situation and be prepared before the Sept. 16, deadline set by the musicians' union, will hold a series of meetings beginning Sunday night at the Waldorf-Astoria Hotel, the first gathering due to convene at 8 p.m. on that date as a preliminary session. Further talks will be held at 10 a.m. Monday and at various times thereafter.

Invitation to independently owned stations to have a representative attend were sent out by wire and letter yesterday by Robert W. Bingham, head of WHAS, Louisville. A somewhat similar meeting was held in Chicago last week. Independently owned outlets, whether affiliated or not with a network, will be represented at the meetings from a wide stretch of Eastern territory.

Matters taken up will be done so on the strict initiative of the gathering and not as a part of the NAB or other organization. In fact, it is stated on reliable authority that the NAB was not officially informed that the meetings were to be held. Understood that some of the broadcasters are in favor of hiring a well-

(Continued on Page 3)

Nestle's Hand Lotion In Coast Test Series

Lamont Corliss, New York, on Nov. 3 will take a twice weekly quarter-hour spot on the NBC-Red Pacific coast network "Women's Magazine of the Air" program to introduce a new Nestle's hand lotion. Program, placed by J. Walter Thompson, is the first test campaign for the product.

Standards Are Advocated In Radio News-Announcing

Lining Up Drama Pieces For New Woodbury Series

Preparations for the new Woodbury series which will star Tyrone Power and will begin Oct. 3 are now under way at Lennen & Mitchell, agency in charge of the account. Power will appear with a different leading lady each week in a dramatic presentation. Plays now under advisement are "Cardboard Lover,"

(Continued on Page 3)

The need for some sort of standards applying to news announcing over the radio is brought out in a review of the first six months of operation of the News Bureau of WCAO, Baltimore. Headed by Dwight Burroughs and regarded as one of the most aggressive news bureaus maintained by a radio station, the bureau's summary says in part:

"The news announcers' delivery will doubtless always be a moot question. Listening in on news broad-

(Continued on Page 3)

More Drama

NBC's Radio Guild has scheduled three more former stage successes for airing. The plays, to be adapted and directed by Harry A. MacFayden, member of NBC production staff, are "The Witness for the Defense," by A. Mason, Aug. 27; "The Cowboy and the Lady," by Clyde Fitch, Sept. 3, and "Sowing the Wind," Sept. 10, all at 3-4 p.m.



Vol. 2, No. 36 Fri., Aug. 20, 1937 Price 5 Cts.

JOHN W. ALICOATE : : : Publisher

DON CARLE GILLETTE : : : Editor

MARVIN KIRSCH : : : Business Manager

Published daily except Saturdays, Sundays and Holidays at 1501 Broadway, New York, N. Y., by Radio Daily Corp. J. W. Alicoate, President and Publisher; Donald M. Mersereau, Treasurer and General Manager; Chester B. Bahn, Vice-President; Charles A. Alicoate, Secretary; M. H. Shapiro, Associate Editor. Terms (Post free) United States outside of Greater New York, one year, \$5; foreign, year, \$10. Subscriber should remit with order. Address all communications to RADIO DAILY, 1501 Broadway, New York, N. Y. Phone Wisconsin 7-6336, 7-6337, 7-6338. Cable address: Filmday, New York. Hollywood, Calif.—Ralph Wilk, 6425 Hollywood Blvd. Phone Granite 6607.

Entered as second class matter April 5, 1937, at the postoffice at New York, N. Y., under the act of March 3, 1879.

FINANCIAL

(Thursday, Aug. 19)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Am. Tel. & Tel.	170 1/2	170	170 1/8	+ 3/8
CBS A	28 1/4	28 1/4	28 1/4	— 1/4
CBS B	28 1/4	28 1/4	28 1/4	— 1/8
Gen. Electric	56 1/2	55 5/8	55 5/8	— 1
North American	25 7/8	24 7/8	24 7/8	— 3/4
No. American, Pfd.	52 1/2	52 1/8	52 1/2	— 1 1/2
RCA Common	11	10 5/8	10 5/8	— 1/4
RCA First Pfd.	73	71	71	— 2 1/8
Stewart Warner	18 3/8	18	18	— 1/2
Zenith Radio	41 5/8	40	40	— 5/8

NEW YORK CURB EXCHANGE

Hazeltine Corp.	16 3/4	16 3/8	16 3/4	+ 3/8
Nat. Union Radio	1 3/4	1 3/4	1 3/4	—

OVER THE COUNTER

	Bid	Asked
Stromberg Carlson	13 1/4	14 1/4

Take Over Chinese Stations

Shanghai—Control and management of China's international radio stations and the Shanghai radio central office, still carrying on in the bombed Cathay Hotel, have been taken over from the Chinese by George F. Shecklen, vice-president and China representative of RCA Communications, and C. T. McClellan, Mackay Radio representative here "in the interest of maintaining adequate essential telegraphic communication with the United States, Great Britain and other nations." They asked public cooperation in keeping vital communications channels open.

Nesbitt Time Change

John Nesbitt ("Passing Parade") now heard from KFRG every Sunday over Mutual, changes time Sunday to 8-8:15 p.m. EDST with a repeat broadcast for the west coast at 9:15-9:30 p.m. Pacific time. Nesbitt's broadcasts for the next three weeks will be offered in conjunction with World Peaceways.

MARTIN BLOCK'S "Make-Believe Ballroom"

A WNEW FEATURE
1250 Kc.

10 TO 11 A. M. 6 TO 7:30 P. M.

Coming and Going

SIDNEY MILLS, general manager of Mills Artists; CHARLES WEINTRAUB, ass't to Irving Mills, and AL BRACKMAN, publicity director for Master Records, left the other day for a motor trip through Pittsburgh and other cities en route to Chicago.

TOMMY DORSEY leaves tonight for Atlantic City where he will remain one week.

WALTER MOORE of NBC press is back from vacation.

IRVING S. BRECHER is scheduled to leave for Hollywood shortly.

MYRON KIRK and TINY RUFFNER of Ruthrauff & Ryan leave Hollywood by plane today for New York on agency business.

HORACE KISER of the J. Walter Thompson Chicago office is in Los Angeles for a few days.

SAMUEL DUSHKIN, American pianist, and MRS. DUSHKIN arrive on the Paris today from Europe.

MR. and MRS. SYDNEY LIPTON arrive today on the Berengaria.

ROLAND MARTINI, vice-president of Gardner Advertising Co., flew back to New York from Hollywood after ironing out details of the Marion Talley-Ry Krisp program and huddling with Jack Proctor on a new account for the fall.

NBC Has 90% Monopoly On WLW's Night Time

(Continued from Page 1)

minutes for Pinkham's daytime spots is expected to be added soon.

So it seems that NBC has a 90 per cent monopoly on the night-time WLW time. Majority of NBC's daytime business is used by a WLW neighbor, Procter & Gamble. The soap manufacturer is WLW's ace client. Its many network shows use WLW for 12 hours each week, 10 3/4 hours from NBC, rest from Mutual. P. & G. also places a number of transcriptions on the station such as the "Houseboat Hannah" and "Kitty Keene" series.

Talk that WLW will not take any more NBC new business seems to be just talk. The Louis-Farr fight sponsored by Buick on Aug. 26 will be aired by the station. Other clients using station this fall on its NBC network are Fendrich, General Foods-Log Cabin Syrup, Gruen Watch, Musterole and Pontiac. Time for these shows is included in the above NBC totals, fight is not.

Mutual is clearing time on WLW for the Commentator and Kellogg-Singing Lady half-hour programs. These shows are also figured in the mentioned MBS summary.

For sustaining programs, WLW either furnishes its own or takes from NBC. Mutual, according to WLW's program folio, does not receive nor take any WLW sustainers. WLW Line gets a number of periods throughout the day and late night.

Eton Boys' Bookings

Following two weeks at the RKO Theater, Chicago, the Eton Boys will appear at the RKO Palace, Cleveland, the week of Aug. 27, after which they play two weeks at the Fox Theater, Detroit. Paul Ross of Columbia Artists Inc. is setting the dates for their tour.

KOLIN HAGER of WGY, Schenectady, will be in town for a day.

J. T. WARD of WLAC, Nashville, is in town.

S. C. VINSONHALER of KLRA, Little Rock, is expected in New York on Monday.

HOWARD CLARK of WJAS, Pittsburgh, will arrive in town Monday.

W. T. DUMM, KSFO, San Francisco, arrives in town in a few days.

W. H. SUMMERVILLE, WGST, Atlanta, is expected in town Monday.

JERRY BELCHER will be in San Francisco for this Sunday's "Neighbors" broadcast over NBC-Blue network.

BILLY SHAW of the New York office of CRA returns today from the south.

TED HUSING, CBS sports announcer, leaves by plane for Portland, Ore., tomorrow afternoon to do the National Amateur golf broadcasts from there next week.

VINCENT CALLAHAN, WWL general manager, and PHIL LALONDE, CKAC manager, are expected in town on Monday.

LUTHER REID, CBS news editor, leaves on his vacation today. DON HIGGINS, CBS publicity director, back from vacation on Monday.

27 1/2 Hours Weekly Placed By Schillin Adv'g Corp.

(Continued from Page 1)

min. periods and 24 one-min. announcements; Gang & Gang (furniture) six 15-min. periods; Canadian Fur Trappers Corp., six 15-min. periods and 21 one-min. announcements; Jordans (coats and dresses) six half hours; Flemolyn (cough remedy) three 15-min. periods and six 5-min. periods; Rodney Benson, 35 one-min. announcements; Meier Credit Co., seven 15-min. periods and 24 one-min. announcements.

WAAT: Michaels Credit Dept. Store, six 15-min. periods and 24 one-min. announcements; Harold Motors (Dodge Dealers) six 15-min. periods.

WINS: Flemolyn, 70 one-min. announcements.

WMCA: Finlay Straus (jewelers) thirteen 15-min. periods and 66 one-min. announcements.

WHOM: Canadian Fur Trappers Corp., eighteen 5-min. periods and three 45-min. periods in Italian and Polish.

Mar-O-Oil Renews

J. W. Marrow Co., Chicago (Mar-O-Oil shampoo) has signed a 10-week renewal for the Henry Busse and his orchestra program on 10 NBC-Red network stations, Sunday noon, effective Sept. 26. Program is keyed out of Chicago and is placed by Baggey, Horton & Hoyt, there.

A NEW STAR on the musical horizon . . . MICKEY ALPERT
and his Riviera Orchestra
Appearing Nightly at
BEN MARDEN'S

RIVIERA

Just Across the Geo. Washington Bridge

GUEST-ING

TOM TERRISS, on Philip Morris program, Aug. 24 (NBC-Red, 8 p.m.).

STAFFORD SISTERS (Jo, Pauline and Christine), on Hal Kemp-Alice Faye show, tonight (CBS, 8:30 p.m.).

LEON JANNEY, interviewed by Charlotte Buchwald, today (WMCA, 2 p.m.).

KAREN KEMPEL, Danish soprano, and JOAN EDWARDS, vocalist, on Al Roth program, Aug. 23 (NBC-Blue, 9 p.m.).

BEVERLY ROBERTS, on "Hollywood Showcase," Aug. 28 (CBS, 9:30 p.m.).

Extend Time for Memorial

CBS will hold its channel open two hours later than the regular closing time on Sept. 8 when a special Hollywood Bowl Memorial to George Gershwin will be aired exclusively over the web's entire facilities and also short-waved to Europe via W2XE. Broadcast will be heard from 12:30-3 a.m. EST. A score of noted radio personalities to be heard during the show include Bing Crosby, Fred Astaire, Helen Jepson, Fritz Reiner, Al Jolson, Jose Iturbi, Nathaniel Shilkret, Victor Young and Charles Previn. Also included are the Hall Johnson Choir and principals from "Porgy and Bess," Gershwin opera.

WWJ Party Not on Network

Detroit—Due to last-minute complications, it will not be possible to put WWJ's seventeenth anniversary party on the NBC-Red network tonight.



JESSICA DRAGONETTE
Palmolive
BEAUTY BOX THEATRE
of the air

Every Wednesday Night, Nine-Thirty
E.D.S.T.

W A B C — COLUMBIA NETWORK

WEDNESDAY-AUGUST 25th

"THREE MUSKETEERS"

STANDARDS ADVOCATED IN NEWS ANNOUNCING

(Continued from Page 1)

casts from a large number of stations there appears to be a deadlock between advocates of various styles. Some approve a high-powered form of presentation, whether it be an account of the assassination of a potentate, or the theft of a Detroit policeman's pants. Others are in favor of a somewhat expressionless style that refuses to heat up over anything short of a volcanic eruption beneath the studio. A travelling salesman who followed either style could not earn his expense money. Somewhere between these extremes there is a happy medium, not lacking in expression, but unexcited, and with a tempo that does not telescope words into each other. To attain this ideal is the aim of the news announcers of WCAO."

Giving details of the formation of the WCAO News Bureau early this year, and some details of its operations and experiences, the review (which is somewhat of a text-book on news announcing) says:

"WCAO had given serious consideration to the establishment of a news bureau of its own for some time, and at the first of this year made arrangements for such service. A third floor room, formerly used for announcing, was found specially desirable as headquarters for the bureau, and it was equipped with the necessary paraphernalia. This included two Teletype machines, desks, chairs, typewriter, telephone, and a radio speaker wired to the station's output.

"The bureau began functioning on Feb. 1. Later, on May 26, when a sports commentator was added to the bureau's staff, a Western Union ticker was installed for baseball scores. A Philco radio was obtained to enable the bureau to keep in touch with programs of other stations. The original Teletype machines, known as model 12, gave considerable trouble, and were eventually replaced with model 15 machines, which proved less noisy as well as less liable to go out of commission.

"Helpful accessories to the work of the bureau include wall maps, an atlas, and several reference books, of which a dictionary and a World Almanac are the most useful.

"For five days a week: The two Teletype machines average 12 hours' service each per day, or a total of 24 hours operation between 4 a.m. and midnight during the summer, and from 5 a.m. to 1 a.m. at other seasons of the year. On Saturdays the Teletypes operate a total of 27 hours in the same period. Sunday's operation is from 10 a.m. to midnight, the two machines putting in a total of 12 hours in that time. The summer program of week-day news broadcasts logs these periods at 7:30 and 11 a.m. and 2, 5:40 and 10:45 p.m., with a sports commentator on the air for 15 minutes at 5:45 p.m. The 10:45 p.m. news period is of 15 minutes duration. The others are 5 minutes.

"All news except that at 2 p.m. is sponsored. The Sunday news broad-

F. C. C. ACTIVITIES

APPLICATIONS GRANTED

WFLA-WSUN, Clearwater, Fla. Mod. of license to form to separate stations under call letters WFLA and WSUN. 620 kc., 1 KW., 5 KW. LS., specified. Vol. assignment of license of WFLA to Florida West Coast Broadcasting Co., Inc.

SET FOR HEARING

Hollenbeck Heights Christian Church, Los Angeles. CP for new station. 1170 kc., 100 watts, limited.

Shirley D. Parker, Yakima, Wash. CP for new station. 1310 kc., 100 watts, 250 watts LS., unlimited.

Times Printing Co., Chattanooga, Tenn. CP for new station. 1120 kc., 500 watts, 1 KW. LS., unlimited.

Gila Broadcasting Co., Safford, Ariz. CP for new station. 1420 kc., 100 watts, 250 watts LS., unlimited.

WWPO, Inc., Pittsburgh, Pa. CP for new station. 1120 kc., 250 watts, unlimited.

Chas. F. Engle, Natchez, Miss. CP for new station. 1210 kc., 100 watts, 250 watts LS., unlimited.

Burl Vance Hedrick, Salisbury, N. C. CP for new station. 1340 kc., 1 KW., daytime.

Northwestern Broadcasting Co., Vernon, Tex. CP for new station. 1500 kc., 100 watts, unlimited.

J. P. Rodgers, Harlingen, Tex. CP for new station. 1370 kc., 100 watts, 250 watts LS., unlimited.

45 Stations Are Set In Paint Spot Series

(Continued from Page 1)

WFLA - WSUN, WQAM, WAPI, WALA, WMC, WJAX, WNOX, WJDX, WFOR, KTHS, KELD, WWL, KWKH, WFAA, KPRC, WOAL, KRLH and KRGV.

Wadsworth's campaign begins Sept. 6 over 10 stations (WEEL, WCSH, WGY, WJAR, WSYR, WNBK, WFEA, WSB, WJAX and WFLA-WSUN). Thirteen five-minute WBS disks will be used in this campaign. Disks will be aired twice weekly during the evening hours. J. Stirling Getchell Inc. placed the account.

casts are 8:55 a.m. and 12:50 and 10 p.m. The morning period is 5 minutes; the afternoon is 10 minutes, and that at night is 15 minutes.

"WCAO's news bureau is manned by capable newspaper men. Joe Clark Kolarek is an able and experienced young man, who knows news values. He understands how to get a story, how to write it, and how to put it on the air. He knows sports, and, when occasion requires, pinch-hits for the commentator in that department. Fred Turbyville, sports commentator, has for years been one of the most prominent and popular sports columnists connected with local newspapers.

"Dwight Burroughs, who organized the news bureau of WCAO and is now at its head, was formerly city editor of the Baltimore Herald, and later city editor of The Baltimore News under Munsey's ownership. He is vice-president of Baltimore Press Club, and was twice elected president of the Advertising Club and the Better Business Bureau of Baltimore.

"A great part of the sponsored news announcing was done by Bob Wells, who is specializing with considerable success in this branch of the business. All members of the station's regular announcing staff, however, have participated in broadcasts of news periods, and have wholeheartedly accorded support to the news bureau."

Floyd A. Parton, San Jose, Cal. CP for new station amended to request 1170 kc., 250 watts, daytime.

Richland Broadcasting Co., Mansfield, Ohio. CP for new station. CP for new station amended to request 1370 kc., 100 watts, daytime.

KFDM, Beaumont, Tex. Vol. assignment of license to Beaumont Broadcasting Corp. 560 kc., 500 watts, 1 KW. day, unlimited.

APPLICATIONS RECEIVED

WFAB, New York. Vol. assignment of license to Debs Memorial Radio Fund, Inc.

WAYX, Waycross, Ga. Vol. assignment of CP and license to Jack Williams.

KABC, San Antonio. Auth. to transfer control of corp. to Elliot Roosevelt. 1000 shares common stock.

Madison Broadcasting Co., Madison, Wisc. CP for new station. 1450 kc., 250 watts, unlimited.

Champaign News-Gazette, Inc., Champaign, Ill. CP for new relay station. 1606, 2022, 2102, 2758 kc., 100 watts.

KHUB, Watsonville, Cal. Vol. assignment of license to John P. Scripps.

EXAMINER'S RECOMMENDATION

Summit Radio Corp., Akron. CP for new station. 1530 kc., 1 KW., unlimited, be granted.

Lining Up Drama Pieces For New Woodbury Series

(Continued from Page 1)

"Journey's End," "Just Suppose" and "Petticoat Fever." A variety of famous short stories will also be used.

Program will be heard at 9-9:30 p.m. over an NBC-Blue network. Spot is now filled by same sponsor with Bob Hope and Shep Fields.

INDEPENDENT STATIONS MEETING ON AFM ISSUES

(Continued from Page 1)

known labor attorney to fight the broadcasters' battle with the AFM. This is not in keeping with the policy of the NAB or some of its leading members who fear a repetition of an Ascap type of contract if President Joe Weber of the AFM can find a person or group who will actually have authority to represent the broadcasters other than the networks.

Meantime broadcasters continue to talk to Weber and the so-called sub-committee of the AFM which is meeting the radio men. Another group marshalled by station relation and electrical transcription men talked to the sub-committee yesterday afternoon. Consensus of opinion was that Weber was much warmer in his attitude and that the psychology of having the broadcasters talk it over was having a good effect. Otherwise the talks were the same as usual. With Weber, the sub-committee of the AFM includes two officials and members of the executive board, Birnbach and Kerngood.

Johnny Johnstone Laid Up

Johnny Johnstone, WOR-Mutual publicity director, is confined to his home with a chest infection. Lester Gottlieb of Johnstone's department also was out yesterday, due to a cold.





BING CROSBY a guest of Wayne King here en route to the east. They spent a day on the links together.

Bob Elson and Phil Collins, fight referee, to do the CYO-International Boxing bouts for Mutual next Wednesday.

Harold Stokes, WGN-Mutual Dance band leader, vacationing in Michigan. Joe Johnson, violinist-arranger, has taken over baton for a fortnight.

The Lawyers Legislative League, using a cast of more than 100, will return to the air with a new dramatic series about famous Chicagoans starting Sept. 22. WLS probably will be the outlet. Local jurists and officials will play the leading parts.

Dave Rubinoff has discovered a boy prodigy here, Aaron Rosen, a 9-year-old violinist. Boy's father is a milkman. Rubinoff has promised to coach the boy.

Mel Merkley, handling publicity for Fred Waring, is a bride.

Chicago Theater has engaged Jack Denny for Sept. 3 and is negotiating with Fred Waring.

Charlie Riley has a new "Racing Revue" program on WWAE at Hammond, Ind., at 8:30 a.m., which requires setting the alarm clock about 6 a.m.

The Jack Fultons have named their new son J. Anthony—Tony for short.

Alice Hill is back from a vacation in Panama. And Sunda Love is home from a fortnight in Maine.

Hawkins Sues Over Script

Maxwell Hawkins, radio writer, filed suit in the New York Supreme Court yesterday, seeking an injunction and damages from Walter O'Keefe, RKO Radio Pictures, and the Hesse-McCaffrey talent agency, for alleged misappropriation of a radio script titled "The Rolling Stone." Supreme Court Justice Kenneth O'Brien set hearing for the October term.

1	9	3	7
SUN	MON	TUE	WED
4	5	6	7
10	11	12	13
14	15	16	17
18	19	20	21
22	23	24	25
26	27	28	29
30			

Greetings from Radio Daily

August 20

Edgar Guest Andre Baruch
Teddy Bergman

August 21

Carlton KaDell Billy Idelson
Bob Haring Don Albert

August 22

Martha Raye Julia Sanderson
William Brenton James Meighan
Evelyn Brier



● ● ● Inasmuch as he's severed his affiliations with Eddie Cantor, Bobby Breen's future air appearances will be guided by Gertrude Berg, who is bringing the boy east and preparing a script show in which she plays "mamma" and Breen is "sonny boy".... Show will be recorded next week for submission to prospective sponsors.... Johnny Augustine's orchestra with Princess Kropotkin auditioned at CBS for Dona Ray Cosmetics.... Barry McKinley (now on the show), Tune Twisters, Joan Edwards, seven voices of Lyn Murray's group and an orchestra under the baton of Lloyd Shaeffer (from WLW) audition for Griffin Shoe Polish today.... Lois Bennett subs for Rachel Carley on "Manhattan Merry-Go-Round" the 29th.... Kenny Baker just re-signed for the Jack Benny series. Benny was handed a four-year contract with Paramount calling for his appearance in eight flickers in that period.... Barry Wood has been rushed into another Chevy transcription date.... Art Shaw will be an MCA attraction hereafter.... Mack Green takes over Al Porgie's duties at Marlo on Monday while the latter road-tours-it for a while.... Walter Moore of NBC press is sending out cards that he's back "at my desk and here's the card I meant to send you." Cards are mimeographed!

● ● ● KYOS, Merced, Cal., literally aired a show from a bale of hay some time ago. The occasion was the Cal. 35th District Fair. A number of the popular KYOS talent shows were presented from a baled hay studio-booth in the big exhibit tent.... Charles McKinley, city's Agricultural Commissioner, interviewed livestock judges in the various classes.... The fair committee used KYOS in their promotion for the first time and had satisfaction both financially and from the exhibit standpoint.... Harry W. Flannery, newscaster for KMOX, St. Louis, who successfully fought the recent proposed sales tax there, is cooperating with the Automobile Club of Missouri and many filling stations reps in an effort to put another proposed tax to a vote.

● ● ● Rosalind Russell, picture star of "Night Must Fall," will star on the "Sunday Afternoon Silver Theater" starting on CBS Oct. 3. She is contracted for four appearances.... Contracts haven't been signed for the Paul Whiteman-Oldsmobile commercial—but they will be!.... Inside info states that Ted Lewis, with Jane Froman chanting, will be the fall Chevy series. Also, John Charles Thomas!.... Why did Frank Parker fly to the coast between Chesterfield airings?.... Shep Fields gave Mack Millar two extra weeks' salary as a bonus for his job at Manhattan Beach.... Paul Monroe is out at CBS and is now associated with Ted Collins.... Adele Purcell turned down the offer of the Demo Party.

● ● ● Over in Cleveland, WHK is having much fun airing the Great Lakes Exposition stunts. However, this may change many a word-slinger's desire to participate: The other day, Stanley Altschuler, director of foreign programs for WHK-WJAY, had just lined up two giant choruses in the main ballroom of a steamer at anchor for the night's battle of song.... Nicky Burnett, UBC announcer assigned to the show, stepped up to the mike. He was white as a sheet and trembling just a little.... The signals came from Stanley to go ahead.... "Good evening, ladies and gentlemen.... we bring you another in the series of nationality singing contests being sponsored by.... the.... United Broadcasting Company.... in.... con.... junction with.... the.... Cleve.... land and Buffalo Transit Com.... pany." Burnett gulped. He couldn't get past the first sentence. Altschuler rushed to the microphone, aghast. "C'mon, Nickey! What's the matter? You're on the air—get going!".... "Never been.... on a boat before," he gasped, and went—for the nearest rail.



RUSS JOHNSTON, formerly of Reisser, Meyerhoff agency, has been made continuity chief at KNX, succeeding Beverly Latham, retired on account of ill health. Johnston is author of the popular "Scattergood Baines" series.

Caryl Coleman and Joseph Sill, of the Botsford, Constantine and Gardner San Francisco office, are in town huddling with executives of the local office and CBS on programs of agency accounts.

KMTR has a new remote from Monte Carlo Gardens, 'Bugs' Nelson and his orchestra, at 11:30 nightly.

Henry Jackson, CBS sales manager in San Francisco, is in town for a few days.

Dan Cupid has been very busy around Associated Cinema Studios. Betty Pope, secretary to Frank Purkett, v.p. and g.m., announces her engagement to Byron W. Benson, young Hollywood business man, and Lucille Wells, office secretary, is to marry Harold M. Majors, insurance executive.

NBC, having taken a lease on one of the big sound stages on the old Warner Bros. picture lot, will spend several thousand dollars converting it into a broadcasting theater seating 400, and with a stage of ample size to handle Standard Symphony or other large shows. Presently using Warners' KFVB model radio theater for "Show Boat," the new theater will give NBC four studios with capacity for large audiences and, to start, probably will house the fall Packard program as well as the new Tyrone Power show.

KHJ retains Andy and Virginia Mansfield, about whom there was some controversy due to the team having been approached by agency offering sponsorship—but on another station. Contractual obligations cited by KHJ keeps the duo sustaining on that station.

Frank Woodruff, director-general of "Lux Theater of the Air," is back at his desk preparatory to opening the new season.

Lee Pennington now heads CBS maintenance under Alan Cormack, traffic manager for Pacific Coast.

Paula Stone will be quizzed by George Fischer on his Saturday broadcast.

Lovers of classical music can catch a wide variety of their meat over KMPC at 11:00 p.m. Tuesday, Wednesday, Thursday and Friday, and at 10:30 a.m. on Monday, Wednesday and Friday, when Alfred Leonard runs the gamut of classics recorded by top-ranking artists and symphonies.

Ford Billings, now manager of KEHE, will devote his full time to Hearst California Radio System when Murray Grabhorn, former v.p. of Blair & Co., becomes manager of the station. Clarence Juneau, assistant manager, has been upped to supervising engineer on CRS.

ORCHESTRAS MUSIC

HERBIE KAY flew to Los Angeles from Denver, where he is currently appearing with his orchestra, to make final arrangements for his Catalina Casino engagement starting Sept. 1, and to sign up for a musical short to be made by Paramount following the Catalina date. Incidentally, the bandsman also visited his wife, Dorothy Lamour.

Buddy Webster, guitar player with Mountain Pete's orchestra, heard over WXYZ and the stations of the Michigan Radio Networks, is the father of a girl, Barbara Joan.

Bill McCune, WOR-Mutual orchestra leader, will have Uncle Don as his Sunday night guest at the Marine Room of the Hotel Bossert.

"Fritos' Rhumba Kings" are now on WOAI, San Antonio, and the TQN each Sunday at 1:15 p.m. Last Sunday's program featured Enrique Garcia, leader, Senor T. Lira, vocalist; Beatrice Morin at the piano, and Senorita Rosita.

Some array of swing and sweet specialists will be heard on The Mutual Bandwagon this Fall when broadcasts by Guy Lombardo, Benny Goodman, Leo Reisman, Cab Calloway, Sammy Kaye, Kay Kyser, Freddy Martin, Eddy Duchin and George Olsen are heard over WOR-Mutual several times weekly from coast-to-coast.

One of the rare instances in which a new dance craze creates a popular song hit is "Big Apple", written by John Redmond and Lee David for Irving Mills of Exclusive Publications. The dance was introduced, demonstrated and given a stamp of approval at the recent convention of the national association of dancing teachers in New York. Redmond and David wrote the number to fit the dance, and it has been recorded for Variety disks by Clyde Lucas and his orchestra.

Mills Artists has booked Clyde McCoy and His Sugar Blues orchestra into the Stanley Theater in Pittsburgh starting Aug. 27, into the Earle in Philadelphia the following week and into the New York Paramount in November. Jack Denny and his orchestra will play the Chicago Theater in Chicago for two weeks, starting Aug. 27, also a Mills booking.

Don Bestor and his orchestra will play at the convention hall of the Manchester, N. H., American Legion which holds its convention on Sept. 10. Set by CRA.

Stan Zukor, general manager of CRA, has signed the Roy Eldridge and Bill Hogan orchestras to management contracts.

☆ Program Reviews ☆

"HOW ABOUT IT?"

Sustaining
WOR, Wednesdays, 10-10:30 p.m.

SWELL NEW TWIST IN AUDIENCE-PARTICIPATION POPULAR INTEREST PROGRAM.

Of the various new sustainings launched recently via WOR with ultimate sponsorship in view, this "How About It?" produced and presented by Sam Hammer is among those with best possibilities. It consists of several mixed teams, a man and woman in each, competing in giving the best replies to questions on what they would do if placed in certain predicaments, such as: If you had a million dollars; If a waiter spilled soup on your new evening dress; If you were arrested for kissing your own husband; If you were an employer with a sit-down strike on your hands, etc.

Listening audience is invited both to send in questions, which will be credited, and to appear as contestants. Initial program got off to lively start and had a very happy selection of subjects, all doing their talks in natural, clear voices. Much good common sense was dispensed, along with the humor, which was ample.

From a humorously entertaining angle, the program is a natural because its comic points come naturally and spontaneously, the funny stuff is fresh, as compared with a variety program's prepared gags that sometimes hit and often miss.

Hammer, aided by an announcer, does a very efficient job of handling the contestants. The winners—the team giving the most interesting replies as judged by a studio board—receive \$10. Under sponsorship, this

inducement could be hiked, adding to the program's scope and entertainment.

"JUNIOR REVUE"

Sustaining
WJZ—NBC-Blue Network, Wednesday, 8:30-9 p.m.

CLASS JUVENILE REVUE SUPPLYING FIRST RATE ENTERTAINMENT; MINUS PRECOCIOUS AMATEURS.

Mary Small's "Junior Revue" opened a four-week series on the NBC-Blue network Wednesday night, the first program revealing a refreshing half hour of talent, capably emceed by Miss Small, who had under her command a swell piece of continuity, clever juvenile artists, plus a couple of name artists as guests as well as established youthful radio names.

The routine included songs by Miss Small, who is in better voice and style than ever; Buddy Jones, embryo Winchell handing out "Laughs in the News"; Arnold Eidus, 12-year-old violinist, who makes a concert debut shortly; an Ohio River flood drama, featuring Janice Gilbert and Jimmy Donnelly; the Vass Family in some specially fancy singing, and the The Junior Choir.

Helen Menken as one of the "honor guests" offered a word of encouragement, and Harry Salter wielded the guest baton over Norman Cloutier's orchestra. Show, of course, was fast, but not rushed, the continuity being well built around the artists. Further bit of diversion was an interfering "baby sister" of Miss Small's who brought a laugh or two. Talent throughout was consistently good and further enhanced by being well sold.

LOUISVILLE

John Jacob Niles, collector and interpreter of Appalachian mountain ballads and folklore, acting as emcee on 13 weekly 30-minute airings from WHAS University of Kentucky studios at Lexington. Programs are titled "Salute to the Hills".

Credo Harris, general manager WHAS, is being complimented on his book, "Microphone Memoirs of the Horse and Buggy Days of Radio", published by Bobbs-Merrill, Indianapolis.

Biff Carr, WGRC program director, will spend his vacation profitably, having engagements in Illinois as emcee to handle the entertainment end for several important county fairs.

Prairie Riders, WGRC hillbillies, leave shortly for Memphis.

Foster Brooks, WHAS announcer, is varying his daily chores by handling the p. a. mike for amateur night softball games.

Bill Bryan, WHAS announcer and vocalist, taking on additional duties as columnist for Louisville Times.

WHAS will be included in the new Kate Smith series for General Foods.

WAVE new mobile unit was given

PITTSBURGH

Jimmy Murray, announcer and publicity chief at WCAE, and Mrs. Murray are the parents of a seven and three-quarter pound boy. It is their second child.

W. S. Walker, president of Walker & Downing, advertising agency, is vacationing in Atlantic City.

W. W. Rose, Walker & Downing radio director, due back from a two week holiday in Ohio.

Clifford Samuelson, General Mills advertising manager, is in Pittsburgh looking over new ideas for fall shows.

Mr. and Mrs. James F. Murray are the parents of a new boy. Father is associated with WCAE.

Phillys Morton, oldest Pittsburgh radio artists in point of continuous service on the air, celebrates her ninth anniversary Saturday over WCAE.

a workout in the handling of the Soap Box Derby events.

Earl P. Carter, president of Central Transcriptions, is changing the name to Pan American Recording Studios. Firm is interested in the South American field, as well as home markets.

PROMOTION

WOAI Merchandising Items

San Antonio Brewing Association, for Pearl Beer, is giving away free on newscast announcements a booklet entitled "Sociable Menus".

Gebhardt Chili Powder Co., on "Texas Treasures", offers six hand-woven Mexican cocktail napkins for 25 cents in coin and two labels from a can of Gebhardt's Chili Meat.

Leona Bender of the "Girl Reporter" program is offering a booklet free to housewives entitled "Good House-keeping in Your Car".

August issue of the WOAI, San Antonio, house organ imitates Life magazine in format. It includes large photographs of new local programs, news about new accounts, a list of advertisers to date, and other information pertinent to advertisers and agencies. This issue is done in colors.

WFBR Monthly Schedule

WFBR, Baltimore, is putting out a monthly program schedule for mailing purposes, particularly to sponsors. The schedule occupies the center spread of the sheet, 18 x 12 inches in size when unfolded. Time of program, whether it is a studio or NBC network show, if it is available for sponsorship, etc., is among the information given.

Half of the space on the back of the schedule is filled with news items and brief summaries of special programs available for sponsorship. The circular folds up in letter size, sealed with a sticker, for mailing.

WCAU Newspaper Spread

Full page spread in last Sunday's Philadelphia Record pictorial section for WCAU has set local radio row on its ear. Entitled "Camera Tales on the Air," illustrated story showed WCAU's antennae mast, script writers in action, a dramatic sketch in rehearsal, sound effects man setting up his noises, the control engineer, the master control room, and finally a couple catching the program in their auto radio. Plant was a feather in cap for Ken Stowman, WCAU's demon space grabber.

Mussolini Over WOV

Premier Mussolini will be heard from Italy at 12:45 p.m. today over WOV.

ED JEROME says:

"I have found after two months of belonging to the Telephone-Secretary that it has cut down at least 60% of the worry and work necessary for successful contacts with agencies and directors."

NATIONAL RADIO REGISTRY

415 Lexington Ave., at 43rd, N. Y.

Vanderbilt 3-8157

Telephone—Secretary—Doris Sharp

STATION-STUDIO
and
TRANSMITTER

EQUIPMENT

NEW DEVICES
and
IMPROVEMENTS

Latest Technical Developments and Activities in Radio and Television

Enlarging of Quarters Is Completed by KSL

Salt Lake City—Enlarged quarters of KSL are completed, and now occupied is an entire floor of rooms in the building housing the 50,000 watt CBS outlet. Effected by a recent personnel change announced by Lennox Murdoch, director of station operations, the additional space occupies the sixth and parts of the seventh and eighth floors of the Union Pacific building.

Sound Reproductions Modernizes Its Plant

Following an extensive re-organization three months ago, Sound Reproductions Corp. has just completed a total renovation of its studios and equipment. New equipment installed includes eight recording channels, acoustically treated audition room and high fidelity play-back equipment.

Concern will, in the future, concentrate on electrical transcriptions instead of the extensive recording business they have been doing. A schedule calling for the cutting of 108 master recordings has already been set for the fall.

Sound Reproductions has issued a rate card for its clients. Card, modeled after the AAAA rate card style, lists a \$240 charge for one full hour, \$160 for half-hour and \$80 for quar-

WSOC's New Mobile Unit

Charlotte, N. C.—An all-white half-ton panel delivery truck is conveying WSOC's new mobile unit for remote pick ups. The portable broadcasting equipment consists of WAAK, a 40 watt short wave relay transmitter operating on 2058 kc., W4XBT, W4XBT, and W4XER, the pack transmitters and portable receiver, all tuned to operate on 31,110 kc.

The small pack or "beer mug" transmitter has a power of one-quarter of one watt, while the standard pack has two watts power. The unit carries a 1000 watt AC generator to supply power for WAAK and W4XBT. The new unit will serve to coordinate WSOC's mobile unit facilities and for any emergency uses.

CHARLES ROSS, Inc.

Formerly Motion Picture Lighting and Equipment Corp.
WE FURNISH
Electrical Lighting Equipment
of Any Kind
FOR RADIO STATIONS
244-250 WEST 49th STREET
New York City Tel. Circle 6-5470-1

Station Improvements

Medford, Ore.—Authority to install new transmitter and increase power to 1 kw. has been asked by KMED.

Astoria, Ore.—KAST has asked for CP to make equipment changes, install vertical antenna, increase power to 250 watts day and change frequency to 1200 kc.

Hagerstown, Md.—WJEJ has applied to the FCC for license covering CP for new antenna and move of transmitter.

Savannah — WTOC has been granted CP for changes in antenna, new equipment and increase in day power to 5 kw.

Monroe, La. — KMLB has been given authority to install new automatic frequency control.

St. Paul—FCC has set hearing on application of KSTP to boost power to 50 kw. unlimited and install new equipment.

Washington—Hearing has been set by FCC on request of WJSV for CP to change transmitter site, install new equipment and increase power to 50 kw.

Abilene, Kas.—FCC has set hearing on application of KFBI for permit to move station to Wichita and install new equipment.

Sherman, Tex.—KRRV's application for CP to install new equipment, change frequency to 1450 kc. and boost power to 500 watts has been set for hearing by FCC.

Daytona Beach, Fla.—Hearing has been set on WMFJ's application for mod. of CP to change transmitter site, install new equipment, increase power to 1 kw. and change frequency to 1240 kc.

Shreveport, La.—FCC has set hearing on KTBS application for permit to change freq. to 620 kc. and install directional antenna.

Cleveland—Hearing has been set by FCC on WGAR's amended CP to request installation of new equipment, increase power to 1 kw. night, 5 kw. day and use of directional antenna at night.

Lakeland, Fla.—WLAK has applied for CP to make changes in equip-

ment and increase power from 100 watts to 100 watts night, 250 watts day.

Champaign, Ill.—WDWS has applied for CP to make changes in equipment, increase power from 100 watts to 100 watts night, 250 watts day, change hours of operation from daytime to unlimited.

Oklahoma City — KOMA has applied for CP to install new transmitter, make changes in antenna and increase power from 5 kw. to 10 kw.

Nashville—WSIX has applied for CP to install new transmitter and increase power from 100 watts to 100 watts night, 250 watts day.

Los Angeles — Further improvement of transmitter equipment at KGER, Los Angeles and Long Beach, Cal., has been brought about with the installation of the new Western Electric 110-A amplifier. Field tests show almost a doubling of the audio signal.

Winston-Salem, N. C.—WSJS has applied for a CP to install new transmitter and directional antenna, for night use, change frequency from 1310 kc. to 900 kc., increase power from 100 watts to 1 kw. night, 5 kw. day, and move transmitter.

Decatur, Ill.—WJBL has applied for a CP to install vertical antenna, change frequency from 1200 kc. to 1310 kc., hours of operation to unlimited, and move transmitter. Request facilities of WBOW, contingent upon the granting of WBOW's application for change of frequency.

WPTF Plans to Install Auditioning Facilities

Raleigh, N. C.—Manager Richard Mason announces that plans are now being formulated for an elaborate audition arrangement for the benefit of prospective sponsors. Client rooms will be constructed and furnished in salon style, with emphasis on quiet comfort, enabling the listener to concentrate on the program. Direct wire facilities will make live talent auditions easily possible while additional turntables will be installed for custom built transcribed programs.

WMT Program Amplifier

Cedar Rapids, Ia.—Charles F. Quentin, chief technical supervisor for WMT, has announced the completed installation of a Western Electric program amplifier at the transmitter north of Marion, Ia. The purpose of the amplifier is to raise the effective coverage area of WMT without increasing the consumption power of the transmitter, thereby bringing the listening audience increased volume in their sets. The primary coverage area is increased considerably without increasing the power of the station.

Transmitter Rat Trap

Engineers at WNEW's Carlstedt, N. J., transmitter have been bothered with rats trying to bore their way from the marsh to the dry confines of the transmitter house. So the engineers erected a copper sheath around the transmitter grounds, spaced with cheese traps. This sheath is charged with 5,000 volts and whenever a rat is lured to the food, it is electrocuted.

LOngacre 5-4610

Founded 1889

MORRIS
LIBERMAN

VALANCES, FLAGS AND BANNERS—RENTAL SERVICE
FOR RADIO STATIONS

320 West 46th Street
New York City

NEW PATENTSRadio and Television
Compiled by

John B. Brady, Attorney

Washington, D. C.

2,089,956—Radio Range Course Indicating Device. Lawrence M. Harding, Washington, D. C.

2,090,001—Transversally Controlled Electron Tube. Fritz Hamacher, Berlin, Germany, assignor to Allgemeine Elektrizitätsgesellschaft, Friedrich Karl Ufer, Berlin, Germany.

2,090,006—Electron Discharge Tube. Max Knoll and Rudolf Rzehulka, Berlin, Germany, assignors to Telefunken Gesellschaft für Drahtlose Telegraphie m.b.H.

2,090,026—Aerial Lead for Radio Reception. Kenneth Charles Bridges, Toronto, Ontario, Canada, assignor to Willis Herbert Tait.

2,090,033—Short Wave Discharge Tube. Walter Dallenbach, Berlin-Charlottenburg, Germany, assignor to N. V. Machinerieën Apparaten Fabrieken "Meaf."

2,090,051—Single Tube Radio Receiver. Gunther Jobst and Dietrich Prinz, Berlin, Germany, assignors to Telefunken Gesellschaft für Drahtlose Telegraphie m.b.H.

2,090,218—Electron Discharge Device. Carl F. Miller, Emporium, Pa., assignor to Hygrade Sylvania Corp.

2,090,224—Control Apparatus. Daniel Earl Noble, Storrs, Conn.

2,090,315—Radio Tuning Device. Adolph A. Thomas, New York, N. Y., assignor to RCA.

2,090,359—Wireless Signaling System for Aircraft. James Robinson, London, England.

2,090,360—Electrical Condenser. Julian K. Sprague, Toronto, Ontario, Canada, assignor to Sprague Specialties Co.

2,090,387—Photoelectric Tube. Paul Gorlich, Dresden, Germany, assignor to Zeiss Ikon Aktiengesellschaft.

Hal Scher Promoted at WKY

Oklahoma City—Hal Scher, formerly of the sales department of WKY, has been appointed assistant production manager. Scher will travel through the state producing shows from various cities for local advertisers, with WKY broadcasting. Scher is a brother of George Scher, publicity director of Lennen & Mitchell, New York.

Tenacious Lucy Monroe

After being cut off the air recently before she had a chance to sing Victor Herbert's "Italian Street Song," Lucy Monroe expects to finally air the song over the CBS-Hammerstein program tonight at 8. Miss Monroe had originally planned to sing the song on the Aug. 9 Robin Hood Dell program on NBC, but Iturbi's flare-up that night caused NBC to take the program off the air.

Golf Coverage Device

Paul White, CBS's director of public affairs, has invented a golf coverage device for Ted Husing's links broadcasts.

Same principle involved in periscopes aboard submarines applies to the new device. It is a tall umbrella topped stick with a heavy point which is imbedded solidly in the ground. Attached to this stick is a periscope, and beneath is affixed a sliding microphone, which is easily detached and is connected to nearby short wave equipment. Contraption will have its first test at the National Amateur Golf Championships, Portland, Ore.

**New Chairman of FCC
Starting From Scratch**

(Continued from Page 1)

which was semi-military for those too rough for public school. Got law degree but no academic degree from University of North Carolina and practiced law in Charlotte beginning 1900. Represented Mecklenburg County in House of Representatives, state legislature, 1905. Served as campaign manager for Governor W. W. Kitchin's race for United States Senate in 1912 against Senator F. M. Simmons, but Kitchin lost.

McNinch was elected Mayor of Charlotte for two terms, 1917-1921, during which he also was finance commissioner. In his administration, the street railway workers staged a strike for several weeks and McNinch finally ordered the police department to give protection to those employees who wanted to work, and in a fusillade of fire between strikers and cops four men were killed outright or fatally wounded. Several officers were indicted and tried for murder but came clear, and McNinch and city council stood by them.

For one year after retiring from Mayor's office McNinch worked with the National Community Service organization in New York City, then returned to Charlotte where he practiced law until 1930, when President Hoover appointed him to the Power Commission. Made chairman of Commission in 1933 by Roosevelt.

McNinch was leader of anti-Smith Democrats in North Carolina in 1928 and succeeded in swinging the state to Republican column for first time since Civil War. He has been married twice. Second wife, Hulda Groome, being sister to first wife. Has one son and two daughters by first wife and a daughter and son by second. Is a prominent Methodist and teacher of a Bible class and said by his friends to be artistic.

Since newspapers in North Carolina have said so many acrid things about his helping the G.O.P. in 1928, he probably is friendlier to radio than to the press.

Washington Bureau, RADIO DAILY

Washington—Senate Committee on Interstate Commerce yesterday reported favorably the President's nomination of Frank R. McNinch as FCC chairman. Appointment now comes up before Senate for final confirmation. The committee is expected to consider T. A. M. Craven's appointment today.

Meanwhile, in the lower house, Congressman Wigglesworth of Mass. introduced a resolution, H. 321, requesting FCC to transmit to the House all information regarding any member, agent or employee of the FCC financially interested in the manufacture or sale of any radio appliances.

Jack Eigen Back Aug. 26

Jack Eigen, after a three-month absence, returns with his "Broadway Newsreel" to WMCA on Aug. 26 at 10 p.m. He also brings back his air secretary, Gloria Pierre. Budd of Stoopnagle and Budd will be Eigen's guest on the opening show.

... Radio's own daily newspaper modestly presents a series of 100 unsolicited testimonials as to what Radioland thinks of RADIO DAILY.

W R R

Dallas, Texas

"... And it appears that RADIO DAILY will have to be printed on some sort of wear-proof paper; each day's copy is thumbed dog-eared by our staff within a few hours! No more need be said as to the value of your publication..."

John Thorwald

Managing Director.

TRACY-LOCKE-DAWSON, INC.

Dallas, Texas

"... I have heard many enthusiastic comments about your splendid publication in this territory. Personally, I think it is swell. It's what the radio trade needed."

Jimmie Jefferies

Director of Radio.

K T O K

Oklahoma City, Okla.

"... I am now receiving RADIO DAILY and I may say that I am very glad to have it. I feel that you are doing a splendid job of what you have started out to do, and I think most of us regard your publication, by this time, as standard equipment."

Joseph W. Lee

General Manager.

... RADIO DAILY is six months old. It is growing fast. It already has the confidence of a great progressive industry. Watch RADIO DAILY.

SAN FRANCISCO

Pat Kelly, ex-KPO producer, back from Europe after six months, says continental broadcasting is far behind U. S. airings. He'll handle the Community Chest radio programs.

Lloyd Yoder, NBC press chief, back from vacation a week earlier than expected.

Mort Werner taking over KJBS's popular all-night "Night Owl" show during absence of Gordon Brown.

KJBSquibs: C. L. McCarthy back from southern Calif. where he conferred with MBS officials concerning KQW's recent affiliation. . . . Hugh Barrett Dobbs has a 10-day offing Aug. 20 which he'll spend in the northwest. . . . Rupert Pray, traffic mgr., now in the mountains. . . . Aubrey Loux, pianist, returns to the air after playing all summer with Allen Dohrmann's ork at Boyes Springs Casino.

Benny Walker, emcee of "Woman's Magazine of the Air" will leave the show early next month to head a new variety show sponsored by S. & W. New program to be 5-a-week at 7:30 a.m. which will necessitate KPO coming on air earlier. Ned Tollinger replaces Walker on "Mag." Clarence Hayes and John Wolfe of "Jingletown Gazette" will be spotted. Botsford, Constantine & Gardner also considered KFRC's "Morning Merry-makers."

KROW airing "Songs of Scandinavia," half-hour sustaining record program of imported Scandinavian disks on Sunday nights.

Nancy Coleman, who had the title role in the Sperry Flour serial "Gloria Gale," has been succeeded by Doris Heene.

NEW ORLEANS

Meyer Bros. Drugs have taken 24 spots over WDSU for the end of August and beginning of September.

WWL broadcast from the operating room of a local hospital yesterday as a special event, with Henry Dupre at mike.

WSMB officials are doing a buck and wing over their new transmitter, which is now in operation. Station heads happily claim they are getting nice reaction from listeners, especially in the country areas.

ONE MINUTE INTERVIEW

ARLINE BLACKBURN

"Every radio actor in New York seems to have a secret or expressed desire to join the big parade of radio artists to Hollywood. They think they'll work there in radio for a while and then by some stroke of magic will find themselves in motion pictures. But it doesn't work out that way. There are too many actors—all kinds—in Hollywood already. Most of them are lost in the crowd."

★ Coast-to-Coast ★

LEROY SIMMONS, a brother of Robert Simmons, member of the Revelers Quartet, has joined KWK, St. Louis, as announcer. He was formerly at KWTO, Springfield, Mo., and KCMO, Kansas City. Simmons will handle studio assignments, replacing Tom Dailey, who departs within a week to assume a position as chief announcer of WDOH, in Chattanooga, Tennessee.

WICC, Bridgeport: Fitzroy Kennedy has joined the operators' staff. . . . Lorella Tomlinson, Milford's juvenile star, will aid Rosabelle Nelson of "Enchanted Garden" in a new series this fall. . . . J. Vincent Callanan, William Dukeshire, Mack Parker and Frank Foti all celebrate birthdays this month.

Al Pearce is giving a new wrinkle to the common radio practice of dedicating programs to cities, people, stations, etc., by currently dedicating his CBS programs to members of his own gang. Next Tuesday, the Ford Dealers' "Watch the Fun Go By" program, heard at 9 p.m., will be dedicated to Arlene Harris, the "human chatterbox."

Ruth Elizabeth Allen, daughter of Mrs. Ida Bailey Allen, will portray the part of her mother at the age of fourteen when she appears on the "Homemakers of the Air" over WHN on Monday morning at 10:30.

Cast of "The Headless Horseman," an original operetta by Stephen Vincent Benet and Douglas Moore, based on Washington Irving's celebrated yarn about Ichabod Crane, being broadcast for the first time Sunday at 8-8:45 p.m. over the NBC-Blue. will include Edward Wolter, baritone, as Ichabod; Muriel Wilson, soprano; Fred Hufsmith, tenor, and Earl Styres, baritone. There will also be a large mixed chorus and a special children's chorus for the ensemble numbers. Harold Sanford, veteran conductor of NBC presentations of Gilbert and Sullivan and other operettas, will direct the radio premiere.

A new program, "Hour of Dreams," starring George Morgan, lyric baritone, with Marguerite Werner, organist, was inaugurated this week over WXYZ and the stations of the Michigan Radio Network, and will be heard each Monday at that time. The program is sponsored by Chrysler's Air Temp air-conditioning division.

KWK in St. Louis broadcast by direct wire the night game between the Cincinnati Reds and the St. Louis Cardinals, at Cincinnati last Tuesday. John O'Hara did the play by play description, while Tom Dailey handled the commercial plugs for the sponsor, General Mills. Chief Engineer Jimmy Burke handled the

technical assignment of arranging lines and setting up the equipment in the Cincinnati park.

Heinie Manush, sensational hard hitting outfielder of the Brooklyn Dodgers, will be honored by WLTH tomorrow at 6 p.m. during the "Sports Parade." Jocko Maxwell, WLTH's ace sports commentator, will dish out the words of praise.

Grace Legge and Bob Provan are present vacationists at WDRC, Hartford, Conn.

Already served by the full-time report of the United Press radio wire. H. R. Gross, WHO (Des Moines) news editor; Jack Shelley, assistant news editor; Herb Plambeck, farm editor, and Bill Brown, sports editor, now have access to the additional reports of the United Press trunk wire and the full service of Trans-Radio-News.

WELI, New Haven: Jane Lord, accountant and one of the pioneers of station staff, has resigned. Miss Lord also conducted the "WELI Does the Town" daily program. . . . Station bids adieu to the Bigelow Twins, ballad singers with the station since its inception. Mel being forced to move to Vermont, Jim refused to continue alone. . . . Added to announcers' staff: Sherman Riley and Bill Farley.

The special events department of KVOO, Tulsa, Okla., "scooped" other stations of the state when a series of broadcasts were made from the campus of Oklahoma A. & M. College at Stillwater, Okla., where three thousand boys and girls were assembled for the state 4H-Club round-up. Remote lines to the campus, 75 miles distant, carried the broadcasts of interviews, demonstrations, and group singing to the rural communities of the state which had sent the delegates to the meeting, generally declared to be the largest 4H-Club round-up the state has ever held.

Milton Morris, who is heard three times weekly in "The Adventures of Ace Williams," was a deputy weight master in a coal yard before embarking on a radio career.

Warren Greenwood, chief announcer at WMAS, Springfield, Mass., and his bride of a couple weeks, have returned from their honeymoon, down Maine way.

Vernon Radcliffe, WPA radio production manager for New York, announces that "Northland Lumberjacks," radio serial of the logging camps which WINS features at 11 a.m. on Monday, Wednesday and Friday, has proven so popular that the station has renewed the contract for the third consecutive time.

Uncle Don received loads of birthday congratulations on his WOR program last night.

BOSTON

WCOP will celebrate its second anniversary Aug. 26.

Vic Jerome and Lucille Doran are the two new voices over WBZ and WBZA.

Carleton "Sandy" MacVarish, sales promotional manager at Yankee Network, on vacation.

Mary Dodd, ballad singer, has returned to WBZ-WBZA to replace the Happy Sisters on some of the WBZ Little Shows. The Happy Sisters are touring with Rudy Vallee.

Donald Van Wart of Yankee network back after a trip to Bermuda. He flew down on the Clipper.

Virginia Read is pinch-hitting for Mildred Carlson on WBZ-WBZA "Home Forum." Mildred is on vacation.

George MacFarlane and the Rhythm Girls are now featured in the WBZ-WBZA musical presentation fed to the NBC network on Thursdays at 3:45 p.m.

Alan Curtis and his orchestra open at the Nautical Plaza at Revere Beach on Monday. They will have a nightly WMEX wire.

Arthur and Eddie, song and patter team, are now appearing on the WBZ-WBZA "Noonday Revue," Saturdays.

COLUMBUS

William "Bill" Sweet, famed air show announcer, will appear at the Ohio State Fair, Aug. 28 to Sept. 3. WBNS activities at the Fair this year will be more intense than ever before.

Ellis Lucas, youthful Irish tenor, formerly featured over WHK, Cleveland, is now presented each Wednesday night over WHKC in "The Mender Of Broken Dreams."

WMCA
NEW YORK'S
OWN STATION

leads in PROGRAM PLANNING

GOOD WILL HOUR

sponsored by TRUE STORY MAGAZINE



RADIO DAILY

Serving the Better Interests of Commercial Radio and Television



VOL. 2, NO. 37

NEW YORK, N. Y., MONDAY, AUGUST 23, 1937

FIVE CENTS

Six Months' Biz Up 28.7%

TELEVISION DIRECTOR IS APPOINTED BY CBS

Appointment of Gilbert Seldes, prominent writer and critic of the drama, movies, radio and music, to the post of experimental television program director, and the establishing of a tele program center in the Grand Central Terminal Building, on which construction will begin early this fall, are the latest steps taken by CBS toward developing a television program service. Seldes takes up his new work Sept. 1. He terminates his

(Continued on Page 4)

N. W. Ayer Rounding Out Kellogg Football Lineup

With Atlantic Refining football broadcasts now set, N. W. Ayer is attempting to round out the schedule for Kellogg which will blanket the midwestern games this year. Games, stations and commentators are expected to be set within a week, despite the fact that sponsor is at present engaged in a price war with other breakfast food manufacturers in that territory. Situation, although tense at the moment, is not expected to curtail radio activities this fall.

Agency also expects to receive final word on the Ford "Universal Rhythm" broadcasts by next week. A representative is now in Detroit holding discussions with the sponsor.

Fall Business Uptrend On New York Stations

Present indications are that fall and winter business on local stations this year will show a strong upward trend. WNEW, with an increase of

(Continued on Page 8)

Paid Italian Audience

Clement Giglio, Italian impresario, has taken over the Bayes Theater and changed the name to Comm. Giglio's Radio Theater. Giglio uses full-hour Italian programs on WOV and it is planned to broadcast dramatic shows from the theater in addition to selling tickets for the performances, starting Aug. 28. Shows will be given Saturdays and Sundays.

No AFM Local Deals

On a direct query from Radio Daily, President Jos. N. Weber of the AFM stated that no local union has or would have authority to conclude an agreement with a broadcasting station in a case where the AFM held International jurisdiction, as in the situation with the pending radio and disk situation. If a strike is called by the International body, no local has any alternative but to obey. AFM never before in its history has been confronted with the possibility of a nation-wide strike.

ANNUAL SHOW SHUFFLE FAVORS MUTUAL SYSTEM

Annual switching of network accounts from one web to the other finds Mutual garnering six programs which were formerly on CBS or NBC. CBS comes next with four accounts, all from NBC. NBC has lined up three, two from CBS, one from MBS.

Mutual takes Duart Sales, Kellogg-Singing Lady, Barbasol and Commentator Magazine from NBC, and Heck-

(Continued on Page 6)

York Fair Buys Time Over Four Stations

York, Pa.—The York Inter-State Fair being held here Oct. 5-9 and reputed to be one of the biggest and best fairs in the east, is using radio extensively this year to call attention to its many educational and agricultural displays and exhibits. Four

(Continued on Page 6)

★ THE WEEK IN RADIO ★

... Roosevelt Drafts McNinch

M. H. SHAPIRO

APPOINTMENT of Frank R. McNinch, chairman of the Federal Power Commission, to the FCC as temporary chairman to succeed the late Anning S. Prall, came somewhat of a surprise to all concerned, and the appointment bids fair to be confirmed by the Senate. . . . T. A. M. Craven was named to fill vacancy of vice-chairman Irvin Stewart, who resigned earlier this year. . . . McNinch doesn't look as though he's the kind of official who takes a job lightly. . . .

Broadcast Advertising Up \$14,624,253 in First Half of Year—Increase Tops All Media—Seasonal Drop Less

PHILCO TUBE CAMPAIGN IS USING 200 STATIONS

Philadelphia—On behalf of its radio glass tube department, Philco Radio & Television Corp. will launch a quarter-hour disk series the week of Sept. 6 on 200 stations across the country. A \$50,000 cash prize contest, called "Phyl Coe Radio Mysteries," will be a part of the radio campaign. Arthur P. L'Hommedieu, eastern sales manager of Philco tube division, has been appointed contest manager.

It is estimated that the total cost of the 16-week campaign will be

(Continued on Page 3)

Schering Corp. Places Test Series on Disks

Schering Corp., Bloomfield, N. J. (Saraka, a laxative), on Sept. 7 starts a 13-week test series of quarter-hour RCA-Victor transcriptions on seven stations scattered around the country. Disks, entitled "Doctors Who Dared", will feature Dr. William E. Aughinbaugh and will be broadcast twice weekly. Stations are KFBK, Sacramento; KTBS, Shreveport; WMBD, Peoria; WHP, Harrisburg; WSBT, South Bend; WIBX, Utica, and WFEA, Manchester. Marschalk & Pratt Inc. has the account.

By GEORGE W. MEHRTEHS
Radio Daily Staff Correspondent

Washington—Broadcast advertising for the first six months of 1937 jumped \$14,624,253, an increase of 28.7 per cent over 1936, the NAB reports. All portions of the medium showed gains in gross time sales. National non-network volume increased to the greatest extent, rising 43.3 per cent over the level recorded for the first half of 1936.

Radio broadcasting for the first half of this year showed the greatest relative increase of any major medium.

(Continued on Page 3)

267 STATIONS GETTING NEW CHEVROLET DISKS

Detroit—Chevrolet Motor Co. on Sept 6 will renew the "Musical Moments" transcriptions on 267 stations for another 13-week run. Schedule has been shaved of about 100 stations since the last renewal, probably due

(Continued on Page 3)

26 Penna. Stations Get H'way Campaign Series

Philadelphia—Barnes & Aaron Advertising Agency here has scheduled for the Governor's Highway Safety Council, State of Pennsylvania, 40 one-minute spot announcements over 26 Pennsylvania stations, including the entire Quaker Network. The program will consist of two one-min-

(Continued on Page 6)

Park Sponsors Show

Chicago—What is believed to be the first radio show sponsored by an amusement park will begin Friday over WGN. Riverview Park, through Louis G. Cowan agency, has signed for a series of three 15-minute shows at 6:45 p.m. Fridays. Dr. Sam Bartlett is preparing script and will produce. Park has used spots on local stations for some time.

(Continued on Page 2)



Vol. 2, No. 37 Mon., Aug. 23, 1937 Price 5 Cts.

JOHN W. ALICOATE : : : Publisher

DON CARLE GILLETTE : : : Editor
MARVIN KIRSCH : : : Business Manager

Published daily except Saturdays, Sundays and Holidays at 1501 Broadway, New York, N. Y., by Radio Daily Corp. J. W. Alicoate, President and Publisher; Donald M. Merser, Treasurer and General Manager; Chester B. Bahn, Vice-President; Charles A. Alicoate, Secretary; M. H. Shapiro, Associate Editor. Terms (Post free) United States outside of Greater New York, one year, \$5; foreign, year, \$10. Subscriber should remit with order. Address all communications to RADIO DAILY, 1501 Broadway, New York, N. Y. Phone Wisconsin 7-6336, 7-6337, 7-6338. Cable address: Filmday, New York. Hollywood, Calif.—Ralph Wilk, 6425 Hollywood Blvd. Phone Granite 6607.

Entered as second class matter April 5, 1937, at the postoffice at New York, N. Y., under the act of March 3, 1879.

FINANCIAL

(Saturday, Aug. 21)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Am. Tel. & Tel.	169½	169	169¼	+ ½
Crosley Radio				...
General Electric	55½	54½	55½	+ ¼
North American	24½	24	24½	+ ¾
RCA Common	10½	10½	10½	+ ¾
RCA First Pfd.	72¾	72¾	72¾	+ 2¾
Stewart Warner	18	18	18	
Zenith Radio	41	40	41	+ 1¾

NEW YORK CURB EXCHANGE

Nat. Union Radio	1½	1½	1½	+ ½
------------------	----	----	----	-----

OVER THE COUNTER

	Bid	Asked
Stromberg Carlson	13¼	14¼

Schaefer Beer on WEF

Schaefer Brewery will bring the "Schaefer Nine O'clock Revue," with Leo Reisman's orchestra and Ray Heatherton, back to the air on WEF, locally, Sept. 9 at 7:30-8 p.m. Sponsor had the same show on WOR last spring. Batten, Barton, Durstine & Osborn placed the account.

GUESTING

LOU HOLTZ, CONWAY TEARLE, RED SKELTON, ERIN O'BRIEN-MOORE and TOMMY RIGGS, on Rudy Vallee program, from Chicago, Aug. 26 (NBC-Red, 8 p.m.).

REINALD WERRENATH, on "For Men Only," tonight (WHN, 8:30 p.m.).

MARX BROTHERS, on Packard program, Sept. 14 (NBC-Red, 9:30 p.m.). Set by Zeppo Marx.

JEANETTE McDONALD, on Elza Schallert program, Aug. 25 (NBC-Blue, 10 p.m.).

HELEN JEPSON and BRIAN AHERNE, on "Kraft Music Hall," Aug. 26 (NBC-Red, 10 p.m.).

WOPI "The Voice of the Appalachians"
BRISTOL --- TENNESSEE
VIRGINIA

★ THE WEEK IN RADIO ★

... Roosevelt Drafts McNinch

(Continued from Page 1)

connected with it who have any outside radio interests, no matter how small. . . .

On the labor front, comes the election of Eddie Cantor as president of the American Federation of Radio Artistes, with prominent names as vice-presidents and lesser offices. . . . WOR signed an agreement with the American Guild of Radio Announcers & Producers, granting shorter hours and more pay . . . and the CIO is reported as blacklisting ether commentators unfavorable to the organization.

Indiana broadcasters formed an organization, along lines of other state orgs, with Eugene C. Pulliam of WIRE being elected temporary chairman. . . . Nebraska Broadcasters Assn. elected John M. Henry of Central States Broadcasting as president . . . also other officials. . . . NEA starts delivery on its newspaper features for radio on Sept. 27. . . . P. & G. starts foreign language test programs in Detroit over WJBK through Blackett-Sample-Hummert and Van Cronkhite Associates. . . . Ike Levy in

Philly defends the FCC personnel. . . . Watch Tower Bible and Tract Society threatens to squawk to FCC if time isn't cleared as per its wishes . . . so far more than 50 stations have been lined up out of a sought for 75 for two one-hour programs. . . .

Powel Crosley sticks to guns anent info on WLW to Commissioner Payne . . . CBS quizzes stations on AFM through medium of a lengthy questionnaire. . . . Barry W. Bingham, of WHAS, Louisville, invited Eastern independently owned stations to attend a series of meetings for early this week in New York on AFM question and self defense in the AFM squeeze. . . . Sesac officials scored the NAB report on its music catalog and withheld further comment until they have read it. . . . A. L. Ashby, NBC attorney, in Europe talking copyright. . . . NBC has been broadcasting recordings from abroad more or less on the q.t. and it looks like a fancy and meaningful experiment. . . . P. G. Parker, assistant manager of the NBC Central Division, left his pal Niles Trammell to join B.-S.-H. agency in Chi.

UP Coast Radio Circuit Adds 700 Miles of Wire

Latest move in the expansion and development of United Press news service for radio stations is the addition of 700 miles of leased wire to UP's west coast radio circuit. This extends the circuit practically the entire length of the west coast and brings the total UP radio news circuit mileage to well over 10,000 miles.

UP now is serving 190 stations in the U. S. and Canada. More than 85 of these stations have been signed since Jan. 1 and nearly 75 per cent are on the radio wire circuits. Further expansion is under way.

Major Bowes Gets Award

First personality to be honored by Radio Mirror's new Roll of Honor will be Major Edward Bowes, whose "Amateur Hour" is on CBS for Chrysler every Saturday night.

Daughter for Aaronson

Irving Aaronson, musical director of WHN, is the father of a six-pound daughter.

Wanted.....

A CAPTAIN WHO NEEDS A LIEUTENANT . . .

A lieutenant who can produce sales . . . Sales . . . and MORE SALES . . . through the medium of good, solid, sound sales promotional activities.

This soldier has been through many campaigns, in the last 11 years, and for the last two years has marshalled together the forces of a large group of radio stations in one of the greatest promotional battles ever waged.

He is anxious to get on the firing line again . . . all lines of communication are open to him at Box A-107 RADIO DAILY, 1501 B'way, N. Y. C.

COMING and GOING

PARKS JOHNSON left New York last week for a hurried visit to Gainesville, Ga., where he met his family and returns in time for this week's Vox Pop show.

EARL THOMAS of Consolidated Radio Artists flew to Fort Worth last week to talk over commercial plans with Paul Whiteman.

VIVIANNE SEGAL leaves shortly for Maine where she will go into rehearsal for a new summer stock show there.

BOB LAWRENCE, one of Paul Whiteman's featured singers, flies to Mitchell, S. D., from Cleveland to appear at the Corn Palace on Sept. 26.

VICTOR BAY, musical director of the CBS Shakespeare cycle, returns to New York next week.

OZZIE NELSON leaves for Hollywood the early part of next month.

TITO SCHIPA, opera star, sailed for Europe aboard the Conte Di Savoia on Saturday.

ROBERT TAYLOR, MAUREEN O'SULLIVAN, BOB GOLDSTEIN, and MR. and MRS. E. F. HUMMERT of Blackett-Sample-Hummert sailed Saturday for Europe aboard the Berengaria.

ALLAN ZEE, WHN producer, left Saturday for a two-week vacation at Saratoga and Maine.

MORTON FREUND, head of the advertising agency bearing his name, has returned from a seven-week European trip.

FRANK ROEHRENBECK, station manager of WHN, returns today from a three-week vacation.

MARGARET KENNEDY, secretary to Lester Gottlieb, MBS publicity coordinator, is on vacation.

NINETTE JOSEPH, secretary to Ned Midgeley, BBDO time buyer, off to Maine for two-week vacation.

RAY LEE JACKSON, photographer, and DR. WALTER KOONS, music editor, of NBC are vacationing.

CHARLES BUTTERFIELD, AP radio editor, to his Connecticut farm for a vacation.

PHIL BLOOM of the New York office of Music Corp. of America arrived from Cincinnati last Saturday.

LEE WILEY leaves New York soon to return to Hollywood for some film work. She will continue broadcasting work from the coast.

PAUL STOKES, manager of the Don Cossack Male Choir, is back from abroad.

ANDRE KOSTELANETZ returns by plane this week from the coast to resume his Chesterfield batoning.

HARRISON HOLLIWAY, KFI-KECA general manager, arrives in New York this week from Los Angeles to attend huddles between radio execs and AFM officials.

NORMAN FIELD, vice-president of the newly-formed American Federation of Radio Artistes, arrives in New York this week from the coast to attend meetings of the Federation board.

Nat'l Biscuit Sponsors Final in Golf Tourney

National Biscuit Co. is sponsoring the final round of the National Amateur Championship over CBS next Saturday afternoon from the Alderwood Country Club, Portland, Ore., with Ted Husing at the mike. McCann-Erickson Inc. is the agency.

Get Texas Radio Charter

Fort Worth—Frontier Broadcasting Co. of Fort Worth, with Elliott Roosevelt, his wife, and Harry A. Hutchinson as incorporators, has been granted a charter. Roosevelt is negotiating to buy the Alamo Broadcasting Co. at San Antonio. He also is associated with Hearst Radio.



SIX MONTHS' BUSINESS SHOWS 28.7% INCREASE

(Continued from page 1)

Compared to the 28.7 per cent rise on the part of radio broadcasting, national magazine advertising increased 16.2 per cent in volume, national farm paper volume 13.6 per cent, and newspaper lineage 2.9 per cent.

Total non-network advertising exceeded the gross time sales for the first half of last year by 32.8 per cent. Regional station group showed the greatest gain by rising 45.6 per cent. Non-network advertising in the New England Middle Atlantic area increased to a greater extent than that in other portions of the country.

National network and local advertising also recorded marked gains over last year, rising 26.1 per cent and 21.2 per cent, respectively. Regional network advertising rose 3.8 per cent in volume as compared to the first half of 1936.

Of the major geographical districts, non-network advertising in the New England Middle Atlantic area showed the greatest rate of increase as compared to the first half of the preceding year, rising 56.4 per cent. Advertising in the South Atlantic and South Central area during the first half of 1937 exceeded the previous year by 30.3 per cent. The North Central and Pacific and Mountain areas also recorded good gains.

Live talent exhibited the greatest rate of increase among the various types of rendition by rising 37.1 per cent in volume over the first half of 1936. Live talent programs in the national non-network field rose 47.0 per cent in volume and 27.4 per cent in the local field.

Total Transcription volume during the first half of 1937 exceeded that of the previous year by 24.4 per cent. This type of rendition increased 27.5 per cent in the national non-network field and 12.3 per cent in the local field.

Records in the national field more than doubled the volume recorded for the first half of 1936, while increasing 15.7 per cent in the local field. Total record volume rose 25.1 per cent. Announcements in the national field rose 72.4 per cent and in the local field 15.2 per cent, the total volume rising 34.0 per cent over the level recorded for the first six months of last year.

Although all major media declined in advertising volume in June as against May, radio broadcasting declined to the least extent. Radio gross time sales declined 6.2 per cent while national magazine volume dropped 18 per cent, national farm

NEW PROGRAMS—IDEAS

"Our Baltimore" Makes Hit

The "Our Baltimore" program, WBAL feature which is making a big hit, is running the gamut of local industries and is winning high praise from the listeners. Handled by Brad Bradley, of the station staff, the programs are sponsored by the various companies. This week's series includes broadcasts directly from McCrory's 5-and-10-Cent Store and the Maryland Casualty Co.

Social Calendar

The problem of how to handle requests for announcements from civic organizations and clubs has been solved by WFAM, South Bend, through the medium of a program heard six days a week at 8:30-8:45

a.m. The feature, "Your Engagement Book", is a brainchild of Bob Swintz, WSBT-WFAM commercial manager, and is handled by Margaret Douglas of the continuity department. Brief announcements covering all types of social functions, meetings, church entertainments, etc. are made without charge upon request.

Daily Tobacco Market Report

As a service to its tobacco farmer listeners, WPTF in Raleigh now broadcasts each afternoon a detailed news report of market conditions and prices on all grades of weed sold, this data being compiled daily by the Federal Bureau of Agricultural Economics.

WDGY Back to Normal After Labor Troubles

Minneapolis — After a month of labor difficulties that included union picketing, firing of shots at the station and its assistant manager, Edward P. Shurick, and various damage to transmitter equipment, WDGY service was restored to normalcy last week.

Trouble began July 23 when Dr. George Young, owner of the station, discharged the chief engineer. Two other engineers thereupon resigned. After much controversy, federal labor conciliator was asked to intercede and the controversy finally was straightened out. The two engineers who had resigned returned to work.

A meeting of station owners took place Thursday to discuss the general situation.

Offers to Testify

Jay Lewis of Jay Lewis Associates, advertising, has written to both Senator Wallace H. White and Commissioner George Henry Payne of the FCC asking that he be called upon to testify in the pending investigations of radio, the FCC and Crosley-WLW.

Lewis says he wants to make public what he knows, including data about former FCC officials who allegedly obtained power boosts for certain stations, then retired from government service to enter the employ of the stations in question.

papers 13.1 per cent and newspaper lineage 6.9 per cent. Radio also showed the greatest increase in advertising volume as compared to last June, 34 per cent.

The principal gains over the last month occurred in the following groups: national network clothing and financial, regional network beverage and toilet goods, national non-network automotive and financial, local toilet goods, soap and kitchen supplies. Retail broadcast advertising over individual stations amounted to \$1,260,370, a decline of 5.4 per cent from the volume recorded in May, but 20 per cent greater than that of June, 1936.

PHILCO TUBE CAMPAIGN IS USING 200 STATIONS

(Continued from page 1)

more than \$500,000, a figure far in excess of original plan. In the early plans 100 stations were thought to be ample, but distributor and dealer enthusiasm forced Philco to expand the schedule, according to C. E. Carpenter, manager of the tube division.

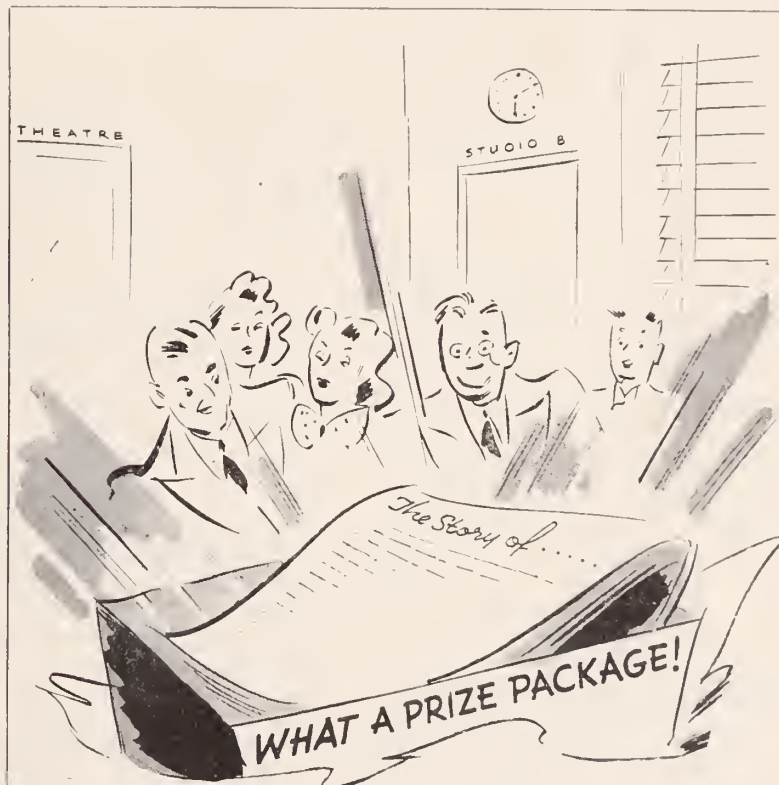
Disks will be broadcast once weekly. No proof of purchase is necessary to enter contest, but all contestants must visit a Philco dealer for entry blanks and contest books. Disks are being placed on stations at the local rate with the dealer sharing the expense with Philco. Geare-Marston, Inc., is servicing this portion of the Philco account.

Glass Container Extends

Glass Container Ass'n of America has signed a four-week extension of the WEAF Tuesday and Thursday 7:30-7:45 p.m. series, effective Sept. 7. Program is entitled the "Steinie Bottle Boye Boys." U. S. Advertising Corp. is the agency.

33 Stations for Sleetmaster

Addition of more stations in the Sleetmaster (windshield wiper) campaign planned by Anderson Co., Gary, Ind., brings the total up to 33 outlets. Schwab & Beatty Inc., New York, is the agency.



(SEE PAGES 4 AND 5 TOMORROW)

NOW AVAILABLE for FALL BOOKING

MORTON BOWE

SU 7-3348 or Billy Hilpott—NBC

AGENCIES

CLARENCE B. GOSHORN, formerly with Arthur Kudner Inc., has joined Benton & Bowles Inc., as vice-president. Prior to his affiliation with the Kudner agency, Goshorn was with the Erwin Wasey Co. He entered the advertising field in 1930 after a long association with the Curtis Publishing Co. in Philadelphia.

AIRCASTERS INC., new Detroit radio advertising agency, formally opened its doors at 4049 West Lafayette Boulevard with an open house. Large numbers of the Detroit radio gentry turned up for the affair. Stan Boynton, former exec at WJR, Detroit, heads the new agency.

LENNEN & MITCHELL, New York, has been appointed advertising agency for Cashay Corp., manufacturers of Cashay Invisible Sanitary Puffs. Agency is now preparing a national advertising campaign for early release.

ARTHUR H. KUDNER INC., handling the Buick account, will be given a bigger appropriation for the 1938 model, according to T. H. Corpe, Buick's director of advertising and sales promotion.

Television Director Is Appointed by CBS

(Continued from page 1)
newspaper affiliations to give most of his time to the new duties.

The studio, designed to provide a full-scale working model of a complete television unit operating under typical conditions of actual daily production, will operate in conjunction with the new CBS television transmitter to be located in the Chrysler Tower, to which it will be connected by coaxial cable. Policy will be "to make as many experiments as possible in order to make as many errors as possible in advance."

Marion to Write for Oakie

West Coast Bureau, RADIO DAILY
Los Angeles—George Marion, Jr., film writer, has been signed by Savington Crampton to a William Esty Co. contract to script the Jack Oakie show for Camel. Deal is probably forerunner of many similar ones to come and marks the first step in competitive bidding between radio and pictures for the services of competent craftsmen who can turn in sure-fire material justifying use of high-priced picture personalities on the air.



Greetings from Radio Daily

August 23

Wendell Hall
Ray Perkins

Art Van Harvey
Lawrence Marks



PETTY CASH VOUCHER Week ending Aug. 20th

● ● ● Saturday... While sunning up in the Catskills—away from the studios, personalities, Lindy's, etc., some one tips us off to the fact that Jessica Dragonette will sing at the Pittsburgh Music Festival on the 5th... That night we enter a theatre in the hope of some diversion—and what happens... A satire on the radio industry is being staged!

● ● ● Sunday... Just before leaving, the phone rings with a flash!... With the pencil trembling in hand, we note "Kati Cuff has joined Standard Radio in Chicago—doing publicity"... So we miss ducking the dinner check—and paying for a day extra... In town word comes that Alois Havrilla, the announcer, took his family to the Rainbow Grill where he walked off with a dancing prize for the tango. He never danced a tango before!... His young daughter nearly won the "Shag" prize, but they couldn't let one family walk off with two prizes.

● ● ● Monday... Catalog of songs arrives from Shapiro, Bernstein and while thumbing thru the booklet we note songs with titles like "Keep Your Skirts Down, Mary Ann" and "Last Night On The Back Porch," amongst others, which wouldn't be permitted on the nets now—but were successes in their day... Another is "Paddlin' Madelin' Home" to give you an idea.

● ● ● Tuesday... Wire arrives from WBT, Charlotte, N. C., that their commentator, William Winter, scored a scoop with his prediction last Friday that the Senate would confirm Sen. Black's appointment to the Supreme Court. Senate doesn't want to disappoint Winter and comes thru with the okay.

● ● ● Wednesday... With Sammy Fain, Mervyn Rosenthal and Adele Purcell we invade the shooting galleries on Broadway where Miss Purcell puts us men to shame with four bull's-eyes out of five... So we decide to stick to our hi-li where the score is 185... Teddy Powell and Harry Weinstein give the boys around town the latest reports on Abe Lyman's condition—and that Abe won't be here to appear at Manhattan Beach as advertised.

● ● ● Thursday... At lunch Al Shayne remarks that with almost every show going to the coast, NBC's 8th floor will shortly go into competition with Nola's Rehearsal Studio—and charge \$2 with free mike use! So we run over to get what may be the last dress rehearsal—Rudy Vallee—with blinkers in the control room giving instructions over the mike... We send an air mail letter to the coast asking for facts on a rumor!

● ● ● Friday... Patricia Gilmore phones to say thanx while lunch is brought for John Mayo and A. Dinsdale... Word that Bob Goldstein sails on the morrow with the Hummerts of the agency to scout talent and look-see on radio abroad. Bob promises to tell our publisher, Jack Alicoate, now over there, that we're keeping expenses down and "keep punchin'"... That nite to the Russ Morgan and Lou Breese opening at the French Casino before calling it a week... Some one sends in a clip from W. W.'s pillar regarding Myrna Loy, William Powell, "Thin Man" series—with a clip from here of JULY 28!... Ruthrauff & Ryan is the agency—that's why Myron Kirk went west!

TOTAL EXPENSE... Six CENTS for air mail stamp to coast!

AUDITOR'S REMARKS... Request GRANTED though you could've used a three-cent stamp as well.

(Editor's note... Two more lines to fill... Scoops fainted!... Hospital just reported he'll be out by tomorrow!)

Program Reviews

"The Editor Speaks"

This 15-minute shot, which made its bow Friday night at 8:15-8:30 as a weekly feature via WMCA, is a new twist in the commentating line in that it presents excerpts from the editorial expressions of eight New York newspapers. Though it doesn't cover enough ground to actually be a crystallization of press opinion on the various vital subjects brought up, it does give some pointed views, and the possibilities for wider application of the idea are evident.

The editorial digest is presented without amplification or explanation by the reader, who remains anonymous.

Depending on the judgment used in selecting the quotes, the idea looks good.

"Vallee's Varieties"

Rudy Vallee had one of his best programs in weeks last Thursday night over the NBC-Red. Willie Howard furnished the comedy highlight, as he has done before, with his "French lesson." The Eva Jessye Choir, colored singers who were in the "Porgy and Bess" stage production, offered some distinctive vocal work. Tommy Riggs and his "Betty" repeated as a comedy click. Gene Lockhart and Doris Nolan were interesting to listen to despite a trivial skit, and there was some entertaining chatter between Vallee and John McClain, ship news reporter, who quizzed the radio star on his attitude toward newspaper boys.

"The Only Ones" on WMCA

"The Only Ones," a new human interest program presenting persons who claim the distinction of being the only ones of their kind in occupation, achievement, etc., makes its bow Saturday at 9-9:30 p.m. over WMCA. Andrew Stanton will emcee the show.

F. T. C. CASES

Cease and Desist Orders

Under a stipulation entered into with the Federal Trade Commission, The R. L. Watkins Co., New York, engaged in the sale of Dr. Lyon's Tooth Powder, will discontinue certain false and misleading representations in advertising such dentifrice. The respondent company stipulated that it will stop advertising that Dr. Lyon's Tooth Powder has twice the cleansing properties of tooth paste, is doubly efficient, and costs only half as much to use; that there is nothing known that will clean, whiten or polish teeth so quickly or effectively as powder, that dentists everywhere recommend Dr. Lyon's, and that people by the thousands or millions are discarding other methods of teeth cleansing and are using powder instead.

"Another VCA Service"

Radio's Most Outstanding Football Feature

THE DICK DUNKEL FOOTBALL FORECASTING BROADCAST

(entering 3rd year for Atlantic Gasoline)

Now Available

For broadcast on both large and small local and regional stations

VCA has purchased the rights for the DICK DUNKEL forecasts for the 30 states west of Ohio and the Carolinas. It is the same feature which last year pulled 700,000 people each week into Atlantic service stations to "find out who is going to win."

VCA has prepared this feature into a compact package so that you can drop it into the lap of your most important (local or spot) advertiser for his fall advertising.

**EXCLUSIVE RIGHTS FOR YOUR
STATION AREA WILL BE SURPRISINGLY LOW**

Wire for details

Van Cronkhite Associates, Inc.

360 N. Michigan Ave.

Chicago

State 5080

"Radio's Only News Counsellors"



THE long-discussed new studio for KMTR is now under construction, with Vic Dalton apparently having abandoned former more ambitious plans for a "radio village." In any event, ground has been broken and foundation is completed for a California-Spanish studio building at the present site of KMTR transmitter, North Cahuenga at Romaine Avenue, and the presently-scattered departments will be housed and functioning in the new building within 90 days.

KECA will have another live show when the Edwards Brothers' sponsored program with the Colonial Quartette hits the airwaves on Oct. 4. Scheduled for Mondays at 6:45, the new musical period is set for 52 weeks.

When Al Jolson resumes with his new series on September 7 he will have last season's standbys, Victor Young, Martha Raye and Parkyakarkus. Present plan is for Jolson to alternate with a guest star in the weekly dramatic spot, with George Jessel set for the initialer.

Charles Bulotti, director of program operations for KHJ and the Don Lee chain for the past five years, resigned last week. His resignation was followed by those of Paul Dudley, his assistant, and John Conte. Bulotti and Lewis Allen Weiss, Don Lee g.m., were mum regarding reasons for the split, though both insisted that it was an amicable arrangement. Weiss, incidentally, reports that the Don Lee absorption of 11 stations in the Northwest is an accomplished fact but that no announcement of actual stations involved will be forthcoming until decision is made regarding which of alternate stations under single ownership is to be included in the set-up.

Joseph G. Corey, newly-appointed New York and eastern field manager for Radio Transcription Co. of America, is in town attending annual sales convention of the C. C. Pyle organization.

Les Bowman, CBS head technician for the Coast, returned from supervising plans for new KSFO transmitter in San Francisco.

**FRANK
DeGEZ**

CUSTOM CLOTHES

46 WEST 48 ST.
NEW YORK

BR yant 9-9746

It's a great feeling to be really well dressed at all times. Fine imported materials smartly tailored will give you that feeling. We know. We have been dressing some of the best known Radio, Stage and Screen artists for years. Suits priced \$65.00 up.

★ PROMOTION ★

Admiracion Contest

Beginning Sept. 12, Tim and Irene will inaugurate a new contest, a 50-word statement on "The first thing said to me after I shampooed with Admiracion was . . ." Prizes will be three Gunther-Fifth Avenue silver fox furs, valued at \$200 each; 500 pairs of \$2 hosiery, and a 60 cent size bottle of Admiracion Hair Tonic to everyone. Contest runs 13 weeks over MBS. Carton enclosure necessary.

Tim Ryan will personally telephone the three major winners each week—whether they live in California or New York, prior to the broadcast, (so they won't get such a shock on

hearing their names read out). Judge will be Helen King. Agency is Charles Dallas Reach, Newark.

CBS Promotion Piece

Latest CBS promotion piece is based on a P.S. sent out on a post card by Life magazine. The P.S., which Life allowed CBS to write on its card, mentioned the fact that the magazine was the only one to be launched with support of a radio advertising campaign. Excerpts of "March of Time" broadcasts, dated Nov. 12, 1936, April 1, 1937, and July 15, are included indicating the fast progress made by the publication.

26 Penna. Stations Get H'way Campaign Series

(Continued from page 1)

ute spot announcements an evening, five evenings a week, for four weeks from approximately Sept. 15 to Oct. 15. They will warn the motorist, as well as the pedestrian, on common hazards encountered on the highways.

Barnes & Aaron agency recently was awarded the radio portion of the Pennsylvania State Publicity Campaign, conducted by the Pennsylvania State Publicity Commission, of which Warren Van Dyke, Secretary of Highways, is chairman. For the radio portion of the Campaign there is planned for the balance of this summer, as well as the summer of 1938, a coast-to-coast hook-up for a half-hour show, entitled "Hail Pennsylvania". Tentatively, the program will consist of a name band; a dramatic sketch running about seven or ten minutes depicting outstanding historical events in Pennsylvania's sirtory as well as three of Pennsylvania's great industries, oil, coal and steel, and a double quartet, using both modern and old-fashioned songs. Walker & Dowling of Pittsburgh will place the balance of the advertising for this campaign.

Ray Perkins in Grant Show

Ray Perkins, instead of Whispering Jack Smith as previously announced, will appear with Allen (Wifesaver) Prescott in the W. T. Grant disk series which has been set for 19 stations in the east and south. N. W. Ayer & Co., Philadelphia, is the agency.

New Biddick Disk Series

West Coast Bureau, RADIO DAILY Los Angeles—Radio Programs Division of Walter Biddick Co. is releasing nationally 100 fifteen-minute transcription series called "The Adventures of Sunny and Buddy", produced by Park Edwards.

The Show Goes On

Lucille Manners sang on last Friday's Cities Service program despite the fact that her father had died the day before.

Annual Show Shuffle Favors Mutual System

(Continued from page 1)

er H-O and Delaware & Lackawanna Coal from CBS.

International Silver, Sanka coffee, Calumet baking powder and Bayer aspirin shows have all transferred to CBS from NBC.

National will get the CBS cooperative bank series and on Jan. 1, 1938, Campbell Soup takes the Amos 'n' Andy period. (It is assumed here that Campbell will cancel one of the two present CBS spots). From MBS, NBC took the Fendrich cigar program.

York Fair Buys Time Over Four Stations

(Continued from page 1)

stations are now being used—WORK, York; WGAL, Lancaster; WCAO, Baltimore, and WFMD, Frederick, Md.—with the possibility of one or two more being added.

Account is being handled direct, with J. Robert Gulick, WORK manager, handling the details and acting as radio consultant for the fair management.

Preparing Latin-Amer. Series

B. Charles Dean, president of British American Productions, has been retained to build a series of electrically transcribed programs for Latin-American countries. He is at present rounding up talent and will begin auditions within the week.

Urges Anthem Sign-Off

Americanism Committee of the Michigan Department of the American Legion last week recommended in a resolution that radio stations all over the country play the "Star Spangled Banner" when signing off. Resolution was introduced at the 19th Annual State Convention now being held in Detroit.

Resolution, in urging the adoption of the custom, pointed out that all Canadian stations play the National anthem there before concluding the day's broadcasting activities.



EVA CONDON, who plays in "You Can't Take It With You," Chicago stage company, has joined "Couple Next Door" on WGN-Mutual. Dorothy Gish, Harold Vermilyea and Harriette Widmer are other members of the cast.

Lewis LaMar, WGN announcer, back from vacation.

Hill Blackett, head of Blackett-Sample-Hummert, expected back today from vacation.

Jack Van Volkenberg, assistant to Les Atlans, CBS vice-president, vacationing in Wyoming.

Raymond Johnson of "Guiding Light" is changing his name back to Johanson to please his grandfather. Ray and his brother George have just polished off a play, "October Night," and are peddling it.

Bernice Yanacek, NBC pianist, back from a vacation.

Wayne King broadcasts from Detroit on Sept. 7-8 while playing at Michigan State Fair.

Adelaide Hemenway is a new vocalist at WAAF.

Arkansas Woodchopper (Luther Ossenbrinck) rounds out eighth year on Alka-Seltzer National Barn Dance.

Campana's "First Nighter" renews for 52 weeks, effective Sept. 3. A big whoopla is planned for that date since it's Barbara Luddy's first anniversary with show and Les Tremayne's fifth anniversary in radio.

Paul Sabin winds up at La Salle on Aug. 28. Room closes for week and then Kings Jesters go in on Sept. 4. Through CRA.

Wynn Orr has moved to Stack-Goble from NBC to become radio director there.

Clark Dennis, NBC tenor, will be off air all week while making personal appearance at Lyric Theater, Indianapolis.

Truman Bradley, CBS announcer, made a hole in one.

Edyth and Shelly Mae of the WLS Ozark sisters have disclosed recent secret marriages—Edyth to Les Gillette of The Three Notes and Shelly Mae to Ralph Goldsworthy of Paris, Ark.

Virginia Temples of "Ma Perkins" becomes the bride of Kenneth Fagerlin, manager of WMFG, Hibbing, Minn., on Sept. 11 at Joplin, Mo.

Herb Morrison, who made the Hindenberg scoop for WLS, flew to Washington, D. C., on vacation.

Harold Fair, WHO production director at Des Moines, in town looking around for talent.

Tax Receipts Drop

Washington Bureau, RADIO DAILY

Washington — Tax receipts from radios and phonograph records in July totaled \$433,243, against \$595,713 in the same month last year, according to figures released by the Treasury Department.

NEW BUSINESS

Signed by Stations

KCKN, Kansas City, Kas.

Consolidated Drug Trade Products Inc. (Peruna-Kolorbak), renewed for one year from Oct. 5, and increased from five half-hour weekly broadcasts to five full-hours weekly, through Benson & Dall, Chicago.

WSBT-WFAM, South Bend

Radio Equipment Co. (Philco distributors), mystery serial; Schering Corp., Bloomfield, N. J. (Saraka), through Marschalk & Pratt; Chicago Motor Club, "On to Adventure".

KFOX, Long Beach, Cal.

Kay Jewelry Co. (national chain jewelers), "man in street" program with Bob Lee, through Sydney Garfinkel Agency.

WMAQ, Chicago

Pharmacraft Co. (Ting, for athlete's foot), sports review with Norman Ross, through Young & Rubicam.

WJJD, Chicago

Histeen Corp. (hay fever remedy), "Courthouse Reporter," through Ruthrauff & Ryan.

"Ave Maria Hour" Renews

The Franciscan Fathers, sponsors of the "Ave Maria Hour," which is heard over WHN, WIP, WAAB, WBRY, WSPR and WEAN, have renewed the show for an additional 52 weeks beginning Sept. 5. Series is heard at 9:30-10 a.m. Sundays over WHN and WIP, with a repeat airing from 10-10:30 a.m. for the rest of the outlets. Programs originated from WHN studios.

Look Magazine Trying East

Chicago—Look Magazine will shortly invade New York radio for the first time with a late evening spot on either WOR, WHN or WMCA. New test series "Stop, Look, Listen," will supplement transcribed broadcasts now aired over WTMJ, WGAR, and Des Moines outlets.

Sponsor also plans a network program. In addition to transcribed programs, Look is using some spot announcements. Schwimmer & Scott, Chicago, has the account.

WQXR Operatic Program

"Gateway to Opera," one-hour program of intimate opera featuring a newly formed company of talent, has its premiere Sept. 25 at 7-8 p.m. over WQXR. Rauol Querze is director of the group, which has been in rehearsal for several weeks. He will be assisted by Jascha Zayde, who with Clifford Herzer will provide the two-piano accompaniment for the soloists.

Toscanini from Salzburg

NBC will broadcast a special 1½ hour program from Salzburg, Austria, tomorrow afternoon at 12:30-2 p.m. over the Red network featuring Arturo Toscanini conducting the Vienna Philharmonic Orchestra in a benefit concert.

ORCHESTRAS - MUSIC

DUE to the responsibility of whipping the new "Folies Bergere" into shape, French Casino Musical Director Lou Breese has deferred his radio opening from Aug. 24 until Aug. 31, when his music will be heard at 11 p.m. every Tuesday and Thursday over the NBC Red and Blue networks.

The King's Jesters and their queen, Marjorie Whitney, return to the Blue Fountain room of the Hotel La Salle, Chicago, Sept. 3, with an NBC wire.

Stella Unger, radio script writer, and Phil Charig, song writer, have written a new song entitled, "Was It the Wine, Was It the Music or Was It You?" Miss Unger has previously written several songs including the "Three Little Girls" score. Charig wrote the "Americana" score.

Frank Dailey's ork, packing them in at Bill Green's Dancing Casino, Pittsburgh, did a special half-hour network show Saturday night.

Joe Robichaux and his All Colored Swing Band from New Orleans and doing a daily swing session over WSGN, Birmingham.

Gennett Sound Effect Co. has recorded and released ten sound effects numbers, including noises of baseball fans from Tokyo, Japan, traffic sounds from London, including Big Ben and St. Mary's Chimes, Hurdy-gurdy and monkey organ and street cards and traffic from Tokyo circus parade sounds, etc.

Harry Candulle and his orchestra have been set for an indefinite engagement at Arrowhead Inn, Cincinnati, by the Cleveland office of Consolidated Radio Artists, opening Aug. 26. Bobby Grayson and his orchestra, now at Tony Cavalier's Mansion, Youngstown, move into the Grand ballroom, Detroit, Sept. 10, for Paul Strasburg.

Clyde Trask, popular Cincinnati orchestra leader, has signed a Consolidated Radio Artists management contract and goes into Jimmy Brink's Lookout House, Covington, Ky. Trask will broadcast over WLW, Cincinnati.

Mischa Borr and his Gypsy Orchestra will continue as the luncheon music at the Waldorf-Astoria, where Leo Reisman resumes in the Starlight Roof on Thursday night. Ralph Rogers and his tango-rumba band also continue on the Roof, alternating with Reisman during the supper hour.

Husk O'Hare and his orchestra are now playing the Andrew Jackson tavern, a mountain resort, near Jonesboro, Tenn., for Consolidated. Next month "the genial gentleman of the air" will do a series of one night engagements in the middle west playing the Archer circuit of ballrooms in Iowa, Nebraska, and South Dakota.

David Ross, ace announcer for CBS, has written a lyric for Debussy's "Claire de Lune," which Ray Heatherton will air for the first time on his CBS program tomorrow at 5 p.m. Ray Block will conduct the orchestra.

George Gerwin and his orchestra have replaced Frankie Cooper's band at Toy's Restaurant with daily broadcasts over WTMJ, Milwaukee.

Stan Jacobsen and his orchestra are at the Schroeder Hotel, Milwaukee, with broadcasts over WTMJ.

Paul Whiteman, as a Colonel on the Governor's staff, had his busiest week since he first landed in Ft. Worth for the Frontier Fiesta. The NBC orchestra leader led parades in Ft. Worth, Dallas, Waco, Stamford, Austin and San Antonio and carried on his work at the Fiesta and his NBC broadcasts.

Zinn Arthur and his ork are headed for a New York hotel in September, with a network wire. Arthur has been at the Pine Brook Country Club, Nichols, Conn., this summer.

Tony Almerico and his orchestra, who are making merry for the dancers in an Opelousas, La., night club, are scheduled to return to New Orleans to finish the season at the Penthouse, whose Leon Prima goes to the Hotel Heidelberg, Baton Rouge.

Leon Lafell, harmonica virtuoso, has been signed by Irving Mills to be featured in a series of Master recordings. Lafell has been given the support of an orchestra for the waxings.

★ F. C. C. ★ ACTIVITIES

CALL LETTERS ASSIGNED
Columbia Broadcasting System, New York. Mobile. KAAC.
Columbia Broadcasting System, New York. Mobile. WAEW.

APPLICATIONS RECEIVED
Cuyahoga Valley Broadcasting Co., Warren, Ohio. CP for new station. 1200 kc., 100 watts, unlimited.
National Life & Accident Insurance Co., Inc., Nashville, Tenn. CP for new relay station. 31100, 34600, 37600, 40600 kc., 2 watts.
Woodmen of the World Life Insurance Assn., Omaha. CP for new relay station. 1622, 2058, 2150, 2790 kc., 100 watts.

Heads School Radio Dep't

Seattle—George Jennings, production director for WILL at the University of Illinois, has been selected to head the newly created radio division at the Cornish School here. Jennings is now in New York completing a course of training in network broadcasting under the direction of NBC's educational department and will leave to assume his new duties about Oct. 1.

The new department will offer courses in broadcasting techniques and writing for radio, as well as studio appearances over several Seattle stations. The Cornish School recently completed a \$15,000 radio studio.

WBBM Personnel Additions

Chicago—Dudley Faust of Chicago Evening American sales staff has joined WBBM sales force, succeeding Tom Kivlan, who is joining George H. Hartman agency Sept. 1 as account executive. Epes Sargent Jr., Rutgers grad of season, joins Chicago staff of Radio Sales Inc., CBS spot subsidiary, as an apprentice.

IT'S HOT..IT'S NEW..IT'S READY

"The Best of the Week from Hollywood"

A Music Box Revue Featuring What's New and Who's Who in Hollywood . . . Done in a Kindly, Friendly, Intimate Vein which distinguishes it from any other Hollywood Strip now on the air. Easy to buy, easy to sell, easy to listen to. Write or wire for two audition samples and prospectus.

MERTENS AND PRICE, Inc.

1240 South Main Street

Los Angeles, California

Coast-to-Coast

WEST COAST division of CBS has made elaborate arrangements to cover the National Amateur Golf Championships from Alderwood Country Club, Portland, Ore., Aug. 22-28. Originating station is KOIN. For short wave pickup, Engineer Syd Bergere was sent with the necessary equipment from New York CBS headquarters, with cooperation of Engineer Harold Peery, Hollywood, and Louis Bookwalter, KOIN.

William Botzer is a recent addition to the announcing staff of KOMO-KJR, Seattle.

WSGN, Birmingham: Lawrence Lee is directing a newly launched quartet each Sunday morning.... Lee MacArthur, announcer, is doing nicely with the Job Clinic which he originated in cooperation with the Unemployment Bureau.... Claude Maenza and wife are back from two weeks in Florida and New Orleans; Claude is on the engineering staff.... Helen Jacobs, secretary to the exec. staff, vacationing at Daytona Beach.

WHO, Des Moines, is having the Crystyl Studio at the Iowa State Fair grounds put into shape for the first day of this year's fair, Aug. 27. More than 50,000 saw the WHO artists broadcast from there last year.

Jack Costello is now announcing the NBC "Vox Pop" program directed by Parks Johnson and Wally Butterworth. Costello also will handle the commercials on the "Radio Newsreel" when it starts in October.

Glenn Goodwin, leading man of the WHO Playhouse in Des Moines, last week revealed his marriage earlier in the year to Maxine Wilson.

Fred J. Hessler, formerly an announcer at WHBL, Sheboygan, has been added to the staff of WTAQ, Green Bay. In addition to his announcing, Hessler will take part in dramatic presentations and will also write dramatic sketches.

ONE MINUTE INTERVIEW

EDDIE CANTOR

"Our aim and purpose (American Federation of Radio Artists) is to do the same thing for the rank and file of radio as the Screen Actors' Guild has done for the rank and file of motion pictures. While we who happen to be at the top can take care of ourselves we feel that organization is necessary to help the lesser known people of radio and are glad to pledge our efforts to effect this aim."

STATIONS OF AMERICA

Highlights in the Development of Outstanding U. S. Radio Stations:

No. 60 of a series.

WCOP — Boston

1120 Kilocycles—500 Watts Day

HAROLD A. LAFOUNT, President

GERARD H. SLATTERY, General Manager

ARTHUR LEARY, Program Manager

WCOP, youngest radio station in America's fourth largest buying area, is owned and operated by Massachusetts Broadcasting Corp. Licensed to operate on a regional channel from sunrise to sunset, WCOP is the only Boston station situated within the city proper. Offices and studios are located in the beautiful Copley Plaza Hotel in historic Copley Square. The transmitter is located on the Speedway directly in back of Harvard Stadium in Brighton, a suburb of Boston.

WCOP celebrates its second birthday anniversary this month, having begun broadcasting on Aug. 26, 1935. With its coverage of eastern Massachusetts, southern New Hampshire and blanketing the entire Metropolitan Boston buying area of more than 2,500,000 persons, WCOP looks with pride upon its short record of air service. WCOP boasts not of "bonus coverage" of other New England states and part of the Maritime Provinces, but contents itself with servicing its Metropolitan Boston listeners.

Using the newest RCA and Erpi facilities, including lateral and vertical cut transcriptions, both 78 and 33 1/3 r.p.m., WCOP subscribes to the World Broadcasting System transcription library. WCOP also has a complete news department supplying its listeners with Transradio News in addition to local news covered by several correspondents.

In addition to its regular studio facilities, all function rooms of the hotel have been wired and broadcasts can originate from any of these points. This gives the station the opportunity to present groups of any size on the air.

Satisfied users of WCOP are I. J. Fox, Scott Furriers, Jordan Marsh Co., Kane's Furniture Co., Edgar P. Lewis Candy Co., Gentles Baking Co., Sears-Roebuck, Jenny Gasoline Co., New England Coke & Coal Co., M. A. King, makers of Statler Tissues, and many more.

An idea of the drawing power of WCOP can be gathered from the fact that 40,000 five-cent candy bar wrappers were received by the Edgar P. Lewis Co. during a 13-week children's amateur contest. Scott Co., using a half-hour song guessing program, garnered 1,200 replies each broadcast—not to mention the WCOP Children's Opportunity Hour which averaged 5,000 letters per week, one program weekly.

WCOP has originated many unusual programs including "Opportunity Knocks," "For Ladies Only," "Audition Time Today," "Men 'n the Lobby," "Public Affairs," conducted by William H. McMasters.

Headed by Harold A. Lafount, president, and Gerard H. Slattery, general manager, WCOP's staff includes Arthur Leary, production and program manager; James Donovan, special events and news announcer; James O'Hara, Stephen Burke, Thornton Steil, Sandra Bruce, announcers, and Whitman N. Hall, chief engineer.

Expedition to Use Radio

The Holden Expedition, which leaves New York this week to explore the Amazon jungles, will be the first of such expeditions to be guided by radio direction bearings. An NBC link will be maintained, using special RCA equipment.

Belmont Radio Profits Up

Belmont Radio Corp. reports net income of \$123,384, equal to 41 cents a share, for the six months ended June 30, against \$53,503 or 18 cents a share in the corresponding period last year.

Dawn Program on CKLW

CKLW, Detroit-Windsor, on Aug. 28 will inaugurate an early morning "Dawn Patrol" series. Closing time will be 4 a.m. Station has already lined up three advertisers who have signed six-month contracts for plugs during the airings. Riley Gentile will conduct the program.

Ambers Fight on Mutual

Mutual will air a blow-by-blow description of the welterweight fight between Lew Ambers and Irish Dean in Washington on Aug. 30 at 11:15 p. m. Program will be fed to MBS by WOL. Tony Wakeman will be at the microphone.

Alan Roberts for Shorts

Alan Roberts, network tenor, has signed to appear in a series of shorts by Educational films. Pictures will be made at the company's Long Island studios. Roberts, who speaks nine languages, will sing various European folk songs in the various shorts.

Ted Bliss in Program Post

West Coast Bureau, **RADIO DAILY** Los Angeles—Ted Bliss takes the post of director of program operations for Don Lee System vacated by Charles Bulotti. Has been with KHJ as writer-producer for several years.

Coming Events

Aug. 23: Credit Retailers' Ass'n of America annual convention, Hotel New Yorker, New York.

Aug. 25-Sept. 4: Annual Radiolympia Exhibition, British Broadcasting Corp., at the Olympia, Kensington, London.

Aug. 29-Sept. 2: Radio-Television Fair, Leipzig.

Sept. 10-12: First annual meeting of Association of Radio News Editors and Writers, Sherman Hotel, Chicago.

Sept. 18-27: International Radio-Television Exposition under auspices of S.P.I.R., Palais de Foire, Lyons, France.

Oct. 21-22: American Ass'n of Advertising Agencies Pacific Coast Convention, Hotel Del Monte, Del Monte, Cal.

Oct. 27-30: Annual meeting of Association of National Advertisers, The Homestead, Hot Springs, Va.

Nov. 1: Inter-American Radio Conference, Havana.

Dec. 8-12: Eighth Annual International Radio Club Party, Havana.

Feb. 1, 1938: International Telecommunications Conference, arrangements being made by General Manager of Egyptian State Railways, Telegraphs & Telephones, Cairo, Egypt.

Fall Business Uptrend On New York Stations

(Continued from page 1)

52½ per cent commercial bookings already set, leads the field to date.

WHN, having a network affiliation to work with this year, has noted an excess of 35 per cent commercial business over last year. Bookings scheduled for WHN and the WLW line this fall include Barbasol, Beaumont Cough Tablets and Lydia Pinkham.

WMCA also has noted a marked increase in bookings for the new season, but figures are not available.



Send for New 16-County Program Survey

SYRACUSE, NEW YORK



RADIO DAILY

Serving the Better Interests of Commercial Radio and Television



VOL. 2, NO. 38

NEW YORK, N. Y., TUESDAY, AUGUST 24, 1937

FIVE CENTS

Pick Committee on AFM

ELECTION OF AFRA SEC'Y IS DELAYED BY BATTLE

Spirited battle for the position of executive secretary of the American Federation of Radio Artistes was indicated yesterday when AFRA held a long drawn out meeting at Actors Equity offices. AFRA was originally scheduled to elect an executive secretary at yesterday's meeting, but the confab did not get anywhere along this line and the agenda for a later meeting was set up.

Included among radio artists present for a time yesterday afternoon

(Continued on Page 2)

Campbell Cereal Serial On Midwest Mutual Net

Chicago—Campbell Cereal Co. has bought the serial "Rube Appleberry," a favorite on WGN a few years back, for a midwest Mutual network on a three-a-week basis starting Sept. 27. Also plans recordings for spots. Show is written by Capt. Paul Fogarty. Mitchell-Faust is the agency.

Radio Bills to Remain Active In Next Session

Washington Bureau, RADIO DAILY
Washington—Though adjournment of Congress sine die last Saturday meant the temporary shelving of the half dozen or more radio bills, all of the measures will remain vital at the next session. This was only the first session of the 75th Congress, and there is probability that President Roosevelt may call the legislators back into special session this fall

(Continued on Page 7)

Fishing Tale

New Orleans — Three control room operators from a local station—J. D. Bloom, Francis Jacobs and Dan Hynes — a-fishing went and claimed to have fished out 60 speckled trout, neglecting to bring the evidence with their yarn. They also had to fish Dan Hynes out of the lake, where, it is said, he went in after a case of beer which slipped overboard.

Formal

Cincinnati — In inaugurating its "News for Executives" program, 8:30 a.m. weekdays, giving a brief summary of industrial items, opening prices on London Stock Exchange and general news, President L. B. Wilson of WCKY mailed 10,000 finely engraved invitations (to listen in) to business men and women in the station's area. Believed to be the first formal invite to five minutes of listening.

SID SKOLSKY TO CHATTER ON NBC-BLUE FOR BROMO

West Coast Bureau, RADIO DAILY

Los Angeles — Sidney Skolsky, columnist, has been signed by Emerson Drug Co., Baltimore (Bromo-Seltzer), for a new series of programs to be aired over a nationwide NBC-Blue network, Wednesdays, 8:30-8:45 p.m. (EST), beginning Oct. 6. Program will be keyed out of Hollywood.

Standard Brands had previously reserved the 8:30-9 p.m. period on

(Continued on Page 2)

Young & Rubicam Assigns Stuhler As Talent Buyer

William R. Stuhler, in addition to his duties as director of the Young & Rubicam radio department, will personally take over complete responsibility for all talent buying, with Therese Lewis in charge of talent buying for the agency in New York and Joseph Stauffer handling the same assignment in Hollywood.

(Continued on Page 2)

NAB Says Sesac Catalogue Includes Some Ascapi Music

Kate Smith Program Starting on Sept. 30

General Foods (Swansdown cake flour and Calumet baking powder) program featuring Kate Smith will begin its new series over CBS on Sept. 30. Jack Miller's orchestra, Ted Collins, Henny Youngman and

(Continued on Page 2)

Official Statement Is Expected Today by Indep't Station Men on Procedure to Meet Musicians' Demands

PROGRAM DETAILS SET ON COCA-COLA SERIES

Complete details and starting date for the new Coca-Cola series have been set by the D'Arcy agency, which handles the account. Program begins Sept. 10 over a CBS network of 93 stations and will be heard Fridays at 10-10:45 p.m. Talent will be headed by Kitty Carlisle, soprano, with Reed Kennedy, baritone; Alice Cornett, rhythm singer; Songshop quartet, 22-voice choir, and a 47-piece orchestra under the direction of Gus Haenschen. Series will be titled "Coca Cola Presents the Songshop." Frank Crumit will emcee and program will emanate from New York.

KMED of Medford, Ore. Joins NBC on Sept. 15

KMED, Medford, Ore., joins the NBC network on Sept. 15 as an optional Red or Blue outlet on the west coast. Station is a 250-watter operating on 1410 kcs. Mrs. Blanche Virgin is owner of the station and Lee Bishop is manager.

NBC rate will be \$120. Station is the 137th outlet to become affiliated with the network.

Group of 75 important broadcasting executives representing 135 stations throughout the country met nearly all day yesterday at the Waldorf-Astoria in an effort to find ways and means to proceed on the emergency arising as a result of the demands of the American Federation of Musicians. Preliminary meeting was held Sunday night.

Gathering is being marshalled by Barry Bingham of WHAS, Louisville Courier-Journal outlet, who sent out communications last week calling attention to the necessity of getting together.

Various views were given at the sessions held yesterday and it was

(Continued on Page 7)

HECKER MUTUAL SERIES IS STARTING ON AUG. 31

Hecker Products (Silver Dust & Gold Dust) will begin the Beatrice Fairfax-Mutual program next Tuesday at 2:45-3 p.m. over 11 stations (WFIL, WBAL, WCAE, KWK, WGN, CKLW, WIRE, WHKC, WGAR,

(Continued on Page 2)

WMCA Evening Schedule Expects Sellout by Oct.

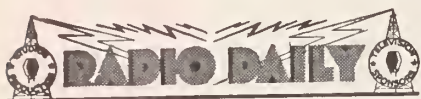
WMCA will be completely sold between 6 and 11 p.m. daily by Oct. 1, according to present indications, station officials said yesterday. New

(Continued on Page 7)

On Their Toes

Merced, Cal. — Members of the staff of KYOS here are being kept on their toes these days by a rule put in effect by Woody Woodling, manager. He has specified that all employees must submit, at a general weekly meeting, an idea to increase the station's local influence. Best of the ideas are put into effect.

(Continued on Page 7)



Vol. 2, No. 38 Tues., Aug. 24, 1937 Price 5 Cts.

JOHN W. ALICOATE : : : Publisher

DON CARLE GILLETTE : : : Editor

MARVIN KIRSCH : : : Business Manager

Published daily except Saturdays, Sundays and Holidays at 1501 Broadway, New York, N. Y., by Radio Daily Corp. J. W. Alicoate, President and Publisher; Donald M. Mersereau, Treasurer and General Manager; Chester B. Bahn, Vice-President; Charles A. Alicoate, Secretary; M. H. Shapiro, Associate Editor. Terms (Post free) United States outside of Greater New York, one year, \$5; foreign, year, \$10. Subscriber should remit with order. Address all communications to RADIO DAILY, 1501 Broadway, New York, N. Y. Phone Wisconsin 7-6336, 7-6337, 7-6338. Cable address: Filmday, New York. Hollywood, Calif.—Ralph Wilk, 6425 Hollywood Blvd. Phone Granite 6607.

Entered as second class matter April 5 1937, at the postoffice at New York, N. Y. under the act of March 3, 1879.

FINANCIAL

(Monday, Aug. 23)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Am. Tel. & Tel.	169½	168½	168½	— ¾
CBS A	28½	28½	28½	—
CBS B	28	28	28	—
Crosley Radio	193½	193½	193½	+ 1/8
Gen. Electric	56	54½	54½	— 7/8
North American	52¾	52½	52½	— 3/8
RCA Common	107½	107½	107½	— 1/4
Stewart Warner	18	17½	17½	— 1/2
Zenith Radio	41½	40¼	40¼	— 3/4

NEW YORK CURB EXCHANGE

Majestic	3½	3½	3½	— 1/4
Nat. Union Radio	17½	17½	17½	—

OVER THE COUNTER

	Bid	Asked
Stromberg Carlson	13½	15

Young & Rubicam Assigns Stuhler As Talent Buyer

(Continued from page 1)

Stuhler will maintain offices both in New York and California.

Clarence Olmstead has been made manager of the radio department with offices in New York. He will be assisted by Fred Wile Jr.

Tom Harrington will continue to be manager of the California offices in Hollywood.



Radio Newsfeatures

Available to only one radio station in each city

Details on Request

Represented exclusively by

Stephen Slesinger, Inc.
250 Park Avenue New York

NETWORK SONG FAVORITES

Following is an accurate list of performances for the week ending Aug. 21, covering songs played from 5 p.m. to 1 a.m. on CBS and two NBC networks. Only compositions played 15 times or more are included. This listing is a regular Tuesday feature in RADIO DAILY.

Selection	Publisher	Times Played
Whispers in the Dark (Famous Music Corp.)		38
I Know Now (Remick Music Corp.)		33
My Cabin of Dreams (Irving Berlin Inc.)		27
First Time I Saw You (Santly Bros.-Joy Inc.)		26
That Old Feeling (Leo Feist Inc.)		25
So Rare (Robbins Music Corp.)		24
Have You Got Any Castles Baby (Harms Inc.)		23
Sailboat in the Moonlight (Crawford Music Corp.)		21
Stardust on the Moon (E. B. Marks Music Co.)		21
Gone With the Wind (Irving Berlin Inc.)		19
Where or When (Harms Inc.)		19
Can I Forget You (Chappell and Co.)		18
Afraid to Dream (Miller Music Co.)		17
'Cause My Baby Says It's So (Remick Music Co.)		17
Me, Myself and I (Words and Music Inc.)		16
Moon Got in My Eyes (Select Music Co.)		16
Remember Me (Witmark & Son)		16
Stop, You're Breaking My Heart (Famous Music Corp.)		16
Yours and Mine (Robbins Music Corp.)		16
Caravan (Exclusive Publications)		15
It Looks Like Rain (Joe Morris Music Co.)		15
Harbor Lights (Marlo Music Co.)		15
You're My Desire (Mills Music Inc.)		15

Johnnie Olson Is Signed For Penn Tobacco Show

Milwaukee — Johnnie Olson, veteran radio star and former chief announcer at WTMJ, has signed with the Ruthrauff & Ryan agency to write, produce and present his own program three times weekly for Penn Tobacco over a state network.

Olson, a former recording artist, does his own vocals with a rhythm combination.

Kate Smith Program Starting on Sept. 30

(Continued from Page 1)

the Kate Smith chorus is the supporting talent to date. Program will be heard over a coast-to-coast network at 8-9 p.m. weekly. Young & Rubicam has the account.

Sid Skolsky to Chatter On NBC-Blue for Bromo

(Continued from page 1)

the Blue beginning Sept. 22, but cancelled last week. J. Walter Thompson Co., New York, handles both accounts.

"First Nighter" Renewed

"First Nighter," the dramatic show, sponsored by Campana Sales Co., Batavia, Ill., and heard over the NBC-Red network Fridays, 10-10:30 p.m., has been renewed for 52 weeks, effective Sept. 3. Roche, Williams & Cunningham Inc., Chicago, has the account.

Old Melodramas on WNYC

Melodramas of the gas lamp era, under direction of Alfred Einhorn, will be offered in a new Saturday 6:45 p.m. series over WNYC.

Election of AFRA Sec'y Is Delayed by Battle

(Continued from Page 1)

were Lanny Ross, James Melton and others, also George Heller treasurer, and other officials.

Executive secretary post is expected to be a busy one but with a fair-

Hal Kemp Renewed

Chesterfield has extended Hal Kemp's contract until January 1.

Broadcast will continue from Hollywood.

New "Unseen Friend" Makeup

"Your Unseen Friend", sponsored by Beneficial Management Corp., changes program policy tonight. Series, in the past a dramatic show, will feature Harry Salter and his orchestra during the first 15 minutes, and the dramatization during the latter portion of the presentation.

Program, now heard over a CBS network of 11 stations each Tuesday at 10-10:30 p.m., is also due for a switch in time shortly. The Camel program has first call on the spot and is scheduled to increase its present half-hour set-up to a full hour on Sept. 28.

WSPD Seeks to Buy WBLY

Toledo—Fort Industry Co., owners and operators of WSPD here, has applied to the FCC for authority to buy and operate WBLY, Lima, O., now owned and operated by Herbert Lee Blye. WBLY, the only station in Lima, began operations last December.

COMING and GOING

LEO REISMAN and his orchestra arrive today from Paris aboard the Ile de France.

SOL HUOK, impresario, and MRS. HUOK, are other Ile de France arrivals today.

RALPH HAYES, vice-president of Coca-Cola, arrives from Europe today.

BREWSTER MORGAN, director of the CBS Shakespearean series, left Hollywood last night for New York. Upon completing the series, Morgan vacations for six weeks around Tacoma before returning to Hollywood to join M-G-M.

VIVIAN BROWN of the WHN publicity department, returned to her desk yesterday from her vacation.

DON HIGGINS of the CBS press bureau is back at his desk after vacationing.

MR. and MRS. GEORGE ALPERT arrive on the Europa tomorrow.

HARRY LEEDY of Rockwell-O'Keefe leaves for the Coast Friday.

FRANCES COMSTOCK returned from the Coast yesterday.

HARRY BERMAN of Consolidated Radio Artists' legal department has returned from his vacation in Canada.

BILLY SHAW of the New York CRA office returned yesterday from a ten-day trip in the southland.

KARL STROHL, who operates the Mecca Temple dances in Scranton, Pa., was in town last week on a talent hunt.

J. M. COX JR. and J. LEONARD REINSCH, WHIO; E. K. CARGILL, WMaz; LUTHER HILL, KRNT; JESSIE JACOBSEN, KFBB; WILLIAM KNIGHT, WTOG; F. W. BORTON, WQAM; R. E. BLOSSOM, WFBM; BARRY BINGHAM, WHAS; GUY HAMILTON, KOH, and A. L. CHILTON, KARK and KGHl are expected in town today.

A. A. SCHECHTER, NBC director of news and special events, arrives in town this afternoon aboard the Ile de France.

JOHN GILLIN, WOW; ED ZIMMERMAN, KARK; JOSEPH HENKIN, KSOO; CHUCK MYERS, KOIN, and I. R. LOUNSBERRY, WGR-WKBW, were among radio men who arrived in town yesterday.

JACK H. HARTLEY, NBC assistant director of special events, to Newport, R. I., yesterday to handle the invitation yacht race broadcasts.

Hecker Mutual Series Is Starting on Aug. 31

(Continued from Page 1)

WGR and WOR). A repeat will be aired over WTIC, WTAG, WNAC and WEAN, 2:15-2:30 p.m., (tentative).

Program will be broadcast Tuesdays through Fridays. Question of whether the New England stations will receive a live program or a disk series is not settled. If disks are used, program will start a week later than the live show.

Batten, Barton, Durstine & Osborn, agency, is also seeking a Cincinnati outlet, with WCKY the favorite. WLW is unavailable due to a Procter & Gamble NBC show.

The Script Library

A DIVISION OF RADIO EVENTS, INC.

535 Fifth Avenue,
New York, N.Y.

A Radio Script for Every
Sustaining and Commercial Need

AGENCIES

MALCOLM-HOWARD Advertising Agency, Chicago, has added two men to its staff. John L. Sullivan, former program director of WGES, events announcer, commentator, one time member of WIND sales staff, and regional manager for Nu-Enamel Corp., has joined as director of radio production. Saul R. Woolf, former president of Woolf-Gurwit agency and in various other ad posts, becomes an account executive and will also serve as merchandising counsel.

J. WALTER THOMPSON CO. will handle the national campaign planned by Washington State Progress Commission to advertise that state. Eric A. Johnston, Spokane business leader, is chairman of the commission.

YOUNG & RUBICAM, Chicago, will give a luncheon today at the Palmer House to Mr. and Mrs. Lanny Ross, who are stopping over while en route to the coast.

LOUIS A. FEHLING, for the past several years of Fehling & Jourdet Inc., Philadelphia agency, died Saturday at the age of 56 after a long illness. He was also a member of the Poor Richard Club.

C. J. LaROCHE, Young & Rubicam president, and Don Stauffer, radio head of the agency, are in Hollywood huddling on Packard and other fall programs.

A. J. WELCH of Lord & Thomas has resigned and will join M. H. Hackett Inc. Hackett was also associated with Lord & Thomas before starting the agency which now bears his name.

JOHN H. LUBS, formerly associated with the United States Advertising Corp., has joined the staff of Luckey Bowman as an account executive.

GUEST-ING

FRANCIA WHITE and **TOMMY DORSEY** and his orchestra, on "Magic Key of RCA," Aug. 29 (NBC-Blue, 2 p.m.).

TOD DUNCAN and **EVA JESSYE CHOIR**, on Ben Bernie program, Aug. 31 (NBC-Blue, 9 p.m.).

JACKIE COOPER, on the Al Pearce show, Aug. 31 (CBS, 9 p.m.).

KAY THOMPSON and **DONALD DICKSON**, with Jay C. Flippen on "Gulf Summer Stars," Aug. 29 (CBS, 7:30 p.m.).

General Guest of Lowell Thomas

General Bernard Kearney, national commander of the Veterans of Foreign Wars, just back from France, where he attended the dedication of the American battle monuments, was guest on Lowell Thomas' program over NBC-Blue last night.



**BETTER
BROADCASTS
for
BETTER BUYERS**

INTERSTATE BROADCASTING CO.
730 Fifth Ave., New York

NEW PROGRAMS—IDEAS

By and for the Blind

A special program featuring members of the Birmingham Association for the Blind is presented over WSGN each Saturday at 10:30 a.m. Harvey Puckett has charge of the broadcast, on which only persons who are blind appear. The program helps to promote safety for the blind, as well as offering an outlet for their talent and announcing benefit performances for the blind. This program, one of many of its type presented on the Friendly Station, has created wide interest in the local Blind Association.

Ranch House Program

The newest item on the WSGN Birmingham, schedule is the "Round The Ranch House". A 45-minute program of western tunes and characters each Sunday night at 7. The listeners are really going for this feature from the favorable comment pouring into the station.

WGBF's Weather Bureau Line

WGBF, Evansville, Ind., has placed a microphone in the office of E. E. Unger, chief of the local Weather Bureau, and a five-minute broadcast will be made every noon direct from

KGHL Speeds Remote In Shoshone Disaster

Billings, Mont.—A few hours after the body of the first victim of the disastrous Shoshone National Park forest fire had reached Cody, Wyo., KGHL of Billings, NBC affiliate, was on the air with an hour's remote from Cody, getting interviews with eye-witnesses from hospital bedsides. The fire claimed more than 12 lives and packed Cody hospitals with injured.

A broadcast late yesterday was to be attempted from the front of the uncontrolled blaze if lines could be secured. Sunday's remote was carried from a distance of 150 miles, climaxing a long series of brilliant remotes staged by KGHL which began a year ago with its own origination of the Washington-Minnesota football game at Seattle. On the fall sports schedule, which is sold out, are many of the nation's big games, exceeding last year's long distance mark.

Ed Yocum, Lear Mucoy and Ed Cooney handled Sunday's broadcast from Cody.

Juvenile Radio Study

Muncie, Ind.—Ball State Teachers College and WLBC are making arrangements to conduct a series of juvenile programs this fall as part of a study of "Radio in Education." Details of the experiment are being closely guarded as study will include juvenile listening habits and trends in radio. Series of programs is said to depart from all usual radio programs now devised for juvenile entertainment.

the Weather Bureau giving local forecasts as well as observations on weather conditions generally. In addition, detailed river stages on the Ohio, Wabash and Green Rivers will be given. In case of unusual weather conditions, the Weather Bureau will be in a position to give immediate flashes.

This development is an outgrowth of the close cooperation between the Weather Bureau and WGBF during the flood.

Requests on Wheel of Chance

So popular is the "Peoples Request" program, a brand new idea in "request" programs over WHKC, Columbus, that the station has been forced to install two additional trunk lines after the telephone company complained that from 1,400 to 2,100 unanswered phone calls flooded the switchboard every time it went on the air.

The program features a "wheel of chance," whereby listeners are invited to phone in their favorite requests along with their names and addresses. These requests are then placed on the "wheel," and the person whose name comes up succeeds in having his selection played.

Hollywood Chatter on Disks

West Coast Bureau, RADIO DAILY
Los Angeles — "The Best of the Week from Hollywood," with Violet Moss as commentator and emcee and John Heistand as narrator, a new transcription offering of Mertens and Price, Inc., is announced as a review of "what's new and who's who in Hollywood," but differs from other Hollywood spotlight programs in that it will present the kindlier and more human side of the film capital, with a thumbs-down attitude on scandal and back-door gossip. The show will have "names," since one half of the time allotment will be devoted to a prominent star's analysis of best beauty hint, best exercise, best menu and other bests of the week, while the second half will have Miss Moss interviewing another well-known picture personality each time. It is planned to record and release two shows weekly in order to keep material fresh and timely.

For The Prize Package

see pages
4 and 5
TOMORROW

OUTSTANDING PERSONALITIES IN THE RADIO WORLD



**FRANK
PARKER**

★
Chesterfield



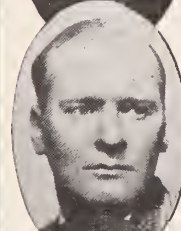
**SINGIN'
SAM**

★
Coca-Cola



**KATE
SMITH**

★
General Foods



**REED
KENNEDY**

★
*Heinz and
Coca-Cola*



**HOWARD
and
SHELTON**

★
Sealtest



**TOMMY
RIGGS**

★
*New Sensation
of
THE VALLEE
HOUR*



**ALOIS
HAVRILLA**

★
*Pathe
Newsreels
Universal
Pictures*

WILSON FOWELL and HAYWARD, INC.
JAS. V. PEPPE, Gen. Mgr.
444 Madison Avenue
New York City
ARTISTS' REPRESENTATIVES
RADIO PRODUCERS

San Francisco

KYA Notes: Ford Billings, gen. mgr. of California Radio System, paid a brief visit here with Clarence Juneau, newly appointed superintendent of plant and operations for KYA and KEHE. . . . Dick Wynne, announcer, is back in the KYA fold to replace Bert Buzzini, who started yesterday in the U. of Calif. law school. Buzzini will assist Clarence Myers, press chief, with "Yours Truly" beginning the 28th. . . . A new serial, "The Family Next Door," by Evelyn Boehm, switched here from KLS, Oakland. . . . "Reveries of a Romantic Bachelor" bowed in Satdee night, conducted in narrative form by Tom Brodie, author and producer, with background by Organist George Nyklicek.

Bernard J. McOwen, former Broadway actor, now sustaining at KLS, starts a series of 15-minute mystery scripts complete each episode on Sept. 1. He'll write the hauntings himself and form a dramatic group to play them.

Bill Pabst, KFRC producer, back from a visit to Lake Tahoe and Fallen Leaf Lake.

Bob Rockwell, of "S. & W. Junior News," back at work after a Hollywood visit which resulted in his being put under contract by a flickie studio. Bob Hudson, "Memory Lane" player, back after fishing and hunting in the northwest.

Jane Burns, chief of NBC hostesses, a vocal teacher in her spare hours, has opened a new studio.

Bobbe Deane, NBC actress, sporting a new maroon sedan, a birthday gift from husband Ted Maxwell, author and actor, same web.

Betty Baird, soprano, signed on the new KSFO dinner concert program "When Twilight Comes." Al White waves the stick.

Don Allen, the "Hollywood Reporter," leaves the Joseph Magnin Co. (clothing) sponsorship (Leon Livingston agency) on Sept. 26 and starts hawking hand lotion for Howe Inc. (S. L. Kay Inc. agency) Sept. 30. Magnin auditioning for another standard bearer.

WMCA Rejects Watch Tower

The Watch Tower series, featuring Judge Rutherford, has been refused time by WMCA, because policy of Rutherford does not call for scripts of the religious disks to be submitted to stations before broadcast date.

The Prize Package

will be seen
on
this page
TOMORROW



● ● ● Palmolive has made a deal with Life mag for a show similar to Time's "March of Time" with Al Goodman handling the music. Show won't interfere with present Jessica Dragonette airings. . . . Taylor Buckley, air and screen baritone, auditioned for Ruthraul & Ryan yesterday. . . . Flash from the coast states that the CBS Music Box Theater went up in flames yesterday. . . . "We, The People" returns for a General Foods product Oct. 7 via CBS a half-hour before the Kate Smith show with Gabriel Heatter emceeing the proceedings. . . . Frances McCoy opens at the Riviera tonite with Wini Shaw coming in next Tuesday. . . . Lucille and Lanny have been given four NBC shots this week. . . . Vick Knight has had his option lifted by Eddie Cantor and will continue directing. . . . The Cantor show comes to N. Y. Nov. 7. . . . Benny Meroff opens at the New Yorker Sept. 2 for four weeks prior to the Casa Loma shindig. . . . AFL prexy William Green appears on CBS Sept. 12 from 8-8:30 opposite Charlie McCarthy! The question is—who'll draw the biggest listening audience?

● ● ● It was 8:40 Friday night and the staff announcer on duty for that period had gone out for dinner but should have been back by now—to read the 8:45 commercial. . . . Production people and artists were in a frenzy. . . . Norman Weiser of the editorial staff of RADIO DAILY happened into studio at that time, pursuing his hunt for news. Overhearing the dilemma the station was in, Weiser offered to help. . . . He went on the air, read the plug—and left the studio without anyone being the "wiser" . . . OUCH! . . . RADIO DAILY is always at your service. . . . We'll even mind the maid while you take the baby out to a show! . . . For the first time in four years, 110-year-old "Grandma" Martha Lay missed her broadcast. . . . Every anniversary since her 106th she was interviewed in the studios of KVOO, Tulsa. . . . Recently, to commemorate her 110th natal date, the station called for her customary appearance—to which she readily agreed. . . . En route to the studios, however, Grandma developed a bad case of mike fright for the first time in her 110 years. She was unable to appear on the show.

● ● ● Reported that the Women's Christian Temperance Union plans taking the air via a transcription series with a commentator on local outlets across the country. . . . "Rippling Rhythm" with Bob Hope, Del Casino, et al., will emanate from the coast next month. . . . "College Hero," the Columbia flicker for which Johnny Green will act and score, has changed title to "Froshman Follies" with Hal Le Roy added and Ted Koehler assigned to lyric. . . . To avoid the rush of the weaker sex, Robert Taylor's interview via WHN Friday came from his hotel suite—not a studio. . . . Mickey Alpert, who has added Ben Yost's "Varsity 8" chorus for his airings, has been given seven MBS spots weekly. . . . Ted Husing did plenty of hustling over the week-end. CBS aired Ted from the Wightman Tennis matches at Forest Hills on Saturday afternoon—and Sunday at 6:30 Husing was heard again—from Portland, Ore. . . . He made the hop with but two hours to spare!

● ● ● When Charlie Horn, director of research and development for NBC, was guest of WPTF in Raleigh, N. C., last week, he didn't dream that when he continued his radio tour he would carry with him fame as a leading disciple of Izaak Walton. . . . It all came when Manager Dick Mason organized a fishing party, including Royal Penny, commercial manager, and Henry Hulick, chief engineer, and set forth for a local Fisherman's Paradise. . . . Spending an entire day on the deep sea casting for denizens of the Atlantic, the four were rewarded with a catch that totaled 450 pounds, a new record for private parties on the coast. . . . And to prove that they were not telling fish stories, candid cameraman Penny snapped various and sundry shots of his usually dignified companions reeling in the funny victims.

Philadelphia

Lee Lawrence, former WIP singer, was adjudged winner in a personality contest conducted by Radio Press, local fan weekly, rating Miss Lawrence a Lincoln car.

Doris Havens, WCAU staff accompanist, is marrying Sept. 25. This brings the total weddings at WCAU to eight this year.

Bill Dyer, WCAU baseball announcer, plans a month's trip to California after the World Series.

Fred Ford will return shortly to WCAU with his "Inside Stories on Sports."

Jack Barry and Sandy Guyer get the call at WIP to announce the Temple University games for Atlantic Refining.

Charles P. Shoffner resumes his tri-weekly news commentaries on WCAU.

WCAU's broadcasting day starts again at 6:45 a.m. on Aug. 30, instead of the 7:30 a.m. summer opening.

KFEQ Airs From Fair For Allis-Chalmers Co.

St. Joseph, Mo.—Allis-Chalmers Manufacturing Co. (farm implements) will broadcast daily all this week over KFEQ from their large exhibit at the Missouri State Fair in Sedalia, 150 miles from here. Broadcast will take place in the large tent erected on the fair grounds by Allis-Chalmers, and a one-half hour program will be aired each day at 12:20-12:50 p.m. over KFEQ by remote line facilities. Program will be a combination of musical entertainment by the "Rhythm Ramblers" and interviews conducted by Earl Williams, farm program director of KFEQ.

Brother Team on WLTH

WLTH's new "Sunday Night Swing Session" is the result of two brothers putting their heads together. Meyer Warembud, prepares the script, selects the recordings, and produces the show, while brother Norman, staff announcer, announces the show. The idea is to present a favorite swing orchestra every week, as per the requests of the audience. The show is heard Sundays at 10:45 p.m.

1	9	3	7
SUN	MON	TUE	WED
4	5	6	7
10	11	12	13
16	17	18	19
22	23	24	25
28	29	30	

BIRTHDAYS

Greetings from Radio Daily
August 24

Phil Baker	Jimmy Fidler
Arlene Black	Ralph Kirby
Louis Dean	Frank Foti



CLAUDETTE COLBERT and Tallulah Bankhead will follow Rosalind Russell, who is set for the first four programs in the Rogers (silver) "Silver Theater" series on CBS starting Oct. 3.

Harry "Parkyakarkus" Einstein submits to having his palm read over the air today by Dorothy Field, KHJ's palmist. Parky's life apparently not as involved as his language.

Richfield has renewed Olsen and Johnson for 13 additional weeks on NBC.

Fred Jones, formerly handling KEHE publicity, has joined Bill Stuart's Young & Rubicam staff.

KFI-KECA has a new sales promotion department presided over by Karl Kellogg, who formerly operated his own agency. Harrison Holliway also appointed Bernie Smith publicity director of the twin NBC outlets, the post having been vacant since Jose Rodriguez switched portfolios recently. This appointment relieves genial Hal Bock of his double assignment and permits him to concentrate on NBC network propaganda.

KMPC will remote Ted FioRito from the Beverly Wilshire, where he opens Aug. 31. CBS also will pick up intermittently.

KEHE has set Peggy Gilbert and her girl orchestra for a series of sustainers five nights weekly.

Harry Simeone, billed as a "music caricaturist," will be heard over KNX and CBS Pacific Coast tomorrow in his "caricaturing" at the piano.

Ivan Epinoff, only recently appointed musical director at KEHE, has resigned, and Cy Furer, musical director for Brunswick recordings, succeeds to the position which Epinoff took over from Leon Rosebrook a few weeks ago.

R. M. Heebner, chief draughtsman in the office of Wm. Lescaze, CBS architect, back from San Francisco following supervision of plans for new CBS studios in the Palace Hotel.

Lyon Van & Storage is sponsoring "Moving Stories of Life," 15-minute transcription series, on KFI, Mondays, 5:15 to 5:30, for 52 weeks starting August 30.

Botsford, Constantine & Gardner auditioned a tentative half-hour program for prospective sponsor at CBS this week. Al Lyons and his orchestra to be featured if deal jells. Caryl Coleman and Joseph Sill, agency executives from San Francisco, were in town during negotiations.

A NEW STAR on the musical horizon . . . **MICKEY ALPERT** and his Riviera Orchestra

Appearing Nightly at

BEN MARDEN'S

RIVIERA

Just Across the Geo. Washington Bridge

ORCHESTRAS - MUSIC

AL DONAHUE hung up an enviable record in the Rainbow Room, where he concluded his third successful engagement last night. During his last stay, Donahue shattered all summer business and attendance records, so Manager John Roy signed him to return to the swank rendezvous for a fourth term, making him the only batoneer ever to play so many engagements there. In addition, Donahue is the first one to be signed to play for the summer and winter sessions therein one year. He has been granted a six-week leave by the Rainbow Room management to fill a previously contracted engagement in the Hotel Roosevelt, New Orleans. During his absence the music for dancing and divertissement will be provided by Emery Deutsch and his orchestra. Donahue's orchestra, Durelle Alexander and the crew of entertainers will open the white tie and tail season atop Rockefeller Center on Oct. 12.

Neil Giannini and his orchestra, formerly aired over KFOX from the Majestic Ballroom on the strand in Long Beach, Cal., has earned for himself a half hour spot on the Southern California Network at 10:15 nightly.

Guy Lombardo and his suave music-makers, after a summer on the Waldorf-Astoria's Starlight Roof, leave tomorrow for the Steel Pier in Atlantic City. With a stopover at Asbury Park, Sept. 4, the orchestra

proceeds to Toronto to open Labor Day at the Canadian National Exposition. The Lombardos begin their seventh consecutive season in the Roosevelt Grill, upon their return to New York the last week in September. Leo Reisman, who has been filling an engagement and hobnobbing with royalty at Monte Carlo, returns to the Waldorf room this week.

Breaking a 11-year record at the New York Paramount, Phil Spitalny and his all-girl orchestra are being held over for a fourth week. They played to about 173,000 admissions in their week.

Paul Pelletier, staff pianist at WMAS, Springfield, Mass., and accompanist for Kay Fayre, the station's star vocalist, has left for Dallas, where he has an engagement at the Pan American Casino, lasting until Christmas.

RCA-Victor waxed four sides of Lionel Hampton and his band last week on the coast.

June Parish of the Parish Sisters, singing violinists, currently at the Palmer House, Chicago, and Reginald Voorhees, CRA sales representative, were married in Chicago last week.

Jack Denny and his band will make a one-night stand tour in the mid-west following his two weeks at the Chicago Theater.

WRBL Community Service

Columbus, Ga.—WRBL, a community-minded station, co-operated with Georgia mail authorities in urging the people throughout the week to "Mail By Air Mail."

In line with Air Mail Week, WRBL immediately arranged to have lights put on its 210-foot tower although radio tower lights were not required by the Department of Commerce until the air mail route was actually established through Columbus.

Postmaster L. W. McPherson, a member of the state committee which arranged for Air Mail Week expressed appreciation to J. W. Woodruff Jr., manager of WRBL.

KSO-KRNT Add Announcers

Des Moines—Hibbard Cleveland, formerly of WHO and more recently on the Iowa network, and Gene Loffler, who has been announcing at KTUL, KFAB, KOIL and WHO, are recent additions to the KSO-KRNT announcing staff.

Herbert Lateau to KARK

Little Rock, Ark.—Herbert Lateau, ace newscaster of Oklahoma City, joins the announcing staff of KARK here on Sept. He will be in full charge of news broadcasts and dramatic productions.



RALPH ATCLASS, president of WJJD and WIND, back from a tour of the western states. Lou Whittal, his secretary, now vacationing at Mackinac Island.

Ralph Maddox, formerly production director and announcer at WJDX, Jackson, Miss., has been added to NBC production staff.

Whitney Clement is a new member of NBC sales force. John Sandberg has left sales force to join Swift & Company.

William C. Hodapp, former Indiana University dramatic instructor and recently with Fort Wayne Civic dramatic players, has joined NBC continuity staff.

Jackie Heller and Frankie Masters are giving a farewell party for Martha Raye at the College Inn today.

Wendell Hall here from New York over weekend to sing at Chicagoland Music Festival and visit his family.

When Mutual's Couple Next Door moves to New York on Aug. 30, Stephen Gross, production director, will go along.

Martha Crane and Helen Joyce, long home economic experts at WLS, will be the headliners of "Feature Foods," a new half-hour daily stanza on WGN. Participating sponsorship will be sold. Staff artists, including Harold Turner, Harold Stokes, Edna Odell, Arthur Wright, Jess Kirkpatrick, Len Salvo and the Three Graces, will appear from time to time on this period.

J. O. Weaver, CBS news editor, back from Mexico City.

Alice Patton, pianist and character actress in NBC's "Backstage Wife," and a Chicago socialite, worked as usual on Friday and in the evening became the bride of W. Hatfield Smith, broker. Vivian Fridell, the headliner of "Backstage Wife," was bridesmaid.

John Sheppard III, head of Yankee network, in town talking over next year's baseball plans with Carle M. McEvoy, baseball broadcasting coordinator for the American league.

"Way Down East" Returns

Chicago — Sterling Products is bringing back the daytime script show, "Way Down East," for a recorded series on WGN in the interests of Danderine, through Blackett-Sample-Hummert.

New CBS Rate Card

CBS is mailing out its new rate card No. 23, to all advertisers, agencies, stations, etc., this week. Complete CBS network in 104 cities costs \$21,170. No station increases are

Ed McConnell's Cast

Chicago—Robert Trendler, conductor; Doring Sisters, Four Grenadiers, Campus Choir, Glee Club, Chorus, and Wayne Van Dyne, Guenther Decker, Phil Calkins and Kirk Douglas among soloists, will support Ed McConnell in his new Acme White Lead series starting Sunday on NBC.

School of RADIO TECHNIQUE



WESTERN ELECTRIC RECORDINGS
Programs recorded in our studios

Programs taken off the air

George Marshall Durante, Dir.
R.K.O. Bldg., Radio City, New York

The Prize Package

will be revealed

on

this page

TOMORROW

☆ Program Reviews and Comments ☆

"VAGABOND ADVENTURES"

with Tom Terriss
Sustaining

WEAF—NBC-Red Network, Saturdays, 5-5:30 p.m.

UNUSUAL ADVENTURE EPISODES ENHANCED BY MUSICAL BACKGROUND.

In this new series of adventures, Tom Terriss, "The Vagabond Director" of the travelogue films, is augmented with an orchestra and vocalists, thereby making possible an unusual and very entertaining presentation of its kind.

Highlight of the initial program was a sequence dramatizing one of Terriss' Egyptian exploration trips, which included visits to the tomb of King Tut as well as many others of the Pharaohs and other historic rulers of ancient times. By use of narration, dialogue, sound effects and music, the incident was related in an absorbing and thrilling manner.

The fund of material acquired by Terriss in his colorful travels, plus his ability to present it in showmanship style, should make this a highly interesting series.

Orchestra and vocal work were first-rate.

LINTON WELLS

Sustaining

WEAF—NBC-Red Network, Saturdays, 8:30-8:45 p.m.

NEWSPAPERMAN - AUTHOR DRAWS UPON HIS BACKGROUND FOR HIGHLY INTERESTING STORIES.

Author of "Blood on the Moon" and highly esteemed for his coverage of the recent Italo-Ethiopian war, Linton Wells has a wealth of material to draw upon for his "That's Life" series. Episode related when reviewed concerned his experiences in a Russian concentration camp follow-

ing the defeat in 1920 of the White Russian forces headed by Admiral Kolchack. Striking up a friendship with a supposed Czech whom he sought to teach the English language, it was not until recently that he ran into him again and learned that the "Czech" was a famous English spy. Wells has a delivery not unlike Alec Woolcott, but less flowery and more convincing in his language. He has an interesting intimate style and, if every story is as good as the Russian tale, the series should develop a good following.

"The Headless Horseman"

Stephen Vincent Benet, the poet, and Douglas Moore, composer, did right well by the Ichabod Crane story in their operetta titled "The Headless Horseman", which had its premiere Sunday over NBC-Blue at 8-8:45. It was a fine combination of suspenseful mystery story, pleasing music, natural and enjoyable comedy, and good performances, all making for ideal ear entertainment. Harold Sanford conducted the orchestra, and the cast included Edward Wolter as Ichabod, Muriel Wilson, Fred Hufsmith and Earl Styres.

Jay C. Flippen

As a pinch-hitting emcee, Jay C. Flippen handles the Gulf summer show (Sunday, 7:30-8 p.m., CBS) very smoothly. Backed by entertainment that ran like a good vaude show, there was less of a hullabaloo about nothing and more downright entertainment than of late. Flippen bantered with Oscar Bradley, ork conductor, and Bert Parks, announcer, the former doing his stuff in English accents that registered nicely. Zeke Manners and his hillbilly outfit gave the show a lift as is his wont, the note-holding yodeler being par-

ticularly long winded Sunday night. Francia White, coast prima donna, offered a selection from "The Merry Widow," followed by Rosa Rio and Al Phillips, piano duo. Elsa and Billy Newell did their family album stuff, a bit of patter of the gay nineties. Closing was a Neapolitan song by Miss White and the Ken Christie chorus.

Flippen maintains an even tempo in his usual witty conversation and delivery, while emceeing the other talent is no tough job for him. That's what he's been doing for quite some time.

"Dead End" Disk

Though it is essentially a "trailer" exploiting the motion picture, the 15-minute electrical transcription of "Dead End," aired over WNEW at 1:15-1:30 p.m. Saturday, was an absorbing piece of entertainment. Humphrey Bogart, Sylvia Sydney, Joel McCrea and other film players, along with the youngsters from the stage version, appear in the cast. A few explanatory remarks provided the background to enable listeners to understand the sequence, with the climax being withheld.

Briefly

"Escape," the Galsworthy play presented in two parts on successive Sunday evenings over CBS by the Columbia Workshop, turned out a fine piece of radio entertainment. Orson Welles topped the cast.

Benny Davis is improving his "Stardust Revue" as he goes along on WOR-Mutual, Sunday nights. Judy Starr, the Drew Brothers, Ruth Denry and others were among his guests last Sunday, and Davis himself always provides some enjoyable vocalizing of some of his many hits.

Allan Jones has deservedly won himself a steady singing berth on the Werner Janssen program over NBC-Blue on Sunday nights at 7:30. Jones gave vibrant renditions of "Alone" and "Song of the Vagabonds" on the past Sunday's show. Loretta Lee holds up the feminine vocal spot on this show very capably.

Bob Hope was particularly funny last Sunday night over NBC-Blue. Better material is the answer. And besides Honeychile, Del Casino has been proving quite a good comedy foil in addition to his choice vocalizing.

Comedy seemed to pick up generally on Sunday's programs. The Tim and Irene show and the Ray Perkins funfest on WOR-Mutual both had more laughs, and there was the usual plentitude in Milton Berle's CBS program. But the grand Chase & Sanborn hour received a blot when W. C. Fields told the one about the goat that had no nose. "How does it smell?" asked Charlie McCarthy, who can be forgiven since he wasn't even an acorn yet when the gag had its 99th funeral. You know the answer.

Jell-O Summer Show

Milton Douglas and his femme stooge, Priscilla, bowed in for a few minutes on the Jell-O summer show Sunday at 7-7:30 p.m. over NBC-Red, with a batch of old gags and some new material which brought a few hearty laughs from the audience—and proved that the two have mike appeal and deserve further consideration. This was a guest star shot, replacing Freddie Lightner. Vocalist Jane Froman, Emcee Don Ross, the Tune Twisters and D'Artega's music all were up to the mark.

SAN ANTONIO

Eva Garza, radio and stage actress, has gone to Los Angeles to fill a singing engagement.

Station Manager Harry Lee Taylor of KABC is in Palacios for his vacation. Patrick Baxter is pinch-hitting.

KMAC's recording department is cutting 108 disks for "Knight Kap," also 13 disks for Tex-Sun Grapefruit Co.

Texas tidbits: Elizabeth Cranford is now vocalizing on KGKL, San Angelo . . . "Knight Kappers" Ted and Bill, recently made their first appearances on KRIS, Corpus Christi, KNOX, Austin, KRGV, Weslaco, and WACO, Waco . . . Joseph McGarrigle, who has sung over Texas stations, is in the cast of "Rose of Algieria" at the San Antonio Sunken Garden Aug. 31.

INDIANAPOLIS

Al Beveredge, WIRE announcer, on vacation, expects to visit New York, Philadelphia and Pittsburgh.

Norman Perry Jr., WIRE baseball

announcer, confined to his home by an infected throat.

Durward Kirby, formerly with WFBM, now with NBC Chicago, spent the week end here visiting his old friends.

Indianapolis Power & Light Co., owners of WFBM has organized a choral group and Floyd Chafee, WFBM singing director, will direct.

NEW ORLEANS

WSMB dedicates its new transmitting equipment this week.

Henry Dupre has been appointed publicity department head for WWL and will continue with his special broadcast duties. The new move nets him a beauteous secretary.

Jack Halliday, WBNO sports announcer, is getting some nice comments on his Coca-Cola baseball broadcasts.

At least one New Orleans radio station isn't satisfied with its press association news service and would like to make a change, but all services are tied up.

Louise Boday, who's been singing

over radio for quite awhile, will probably get an anniversary party some of these days. She's better known as WWL's Little Cookie, since her song broadcast twice weekly on a commercial.

COLUMBUS

Irwin Johnson is doing Jim Cooper's daily news stint over WBNS while Cooper vacations.

Other absentees: R. A. Borel, WBNS station manager; Jack Price, program director for WBNS, up in Callander, Ont., fishing; Bob Thompson, WCOT station manager.

Geer Parkinson, WBNS organist, robbed by two boys of his watch and four dollars in cash, after giving them a lift in his car.

Leslie G. Ross Dead

Superior, Wis.—Leslie G. Ross, 56, one of the founders of WEBC, died suddenly Aug. 19. He is survived by his wife, a daughter, his mother, and two sisters.

KANSAS CITY

Co-operating for the first time in an effort to sell radio time, five local stations have sold the committee staging the annual Jubilesta a campaign calling for a total expenditure of \$2,000, nearly three times the amount spent last year. KMBC, WHB, KCKN, KCMO and KXBY will carry the program which calls for 36 one-minute announcements over a period of 28 days. On the committee which arranged the radio promotion program were Ellis Atterbury, general manager of KCKN, Don Davis, president of WHB, and M. F. (Chick) Allison, KMBC advertising and promotion manager.

J. Leslie Fox, director of Sales for KMBC, has returned from a brief visit to Chicago.

WTMV Feeds KWK

East St. Louis—WTMV yesterday began feeding KWK, St. Louis, its "Man on the Street", sponsored by a St. Louis furniture firm. Bill Durbin continues to handle broadcasts.

Boston

Edward Hall, NBC news editor at Boston studios, will be an official linesman at the National Doubles Tennis Championships to be played at Longwood Cricket Club starting today.

Roger Wheeler, continuity editor and writer of WEET's "Radio Almanac," off vacation.

WBZ and WBZA will broadcast the complete football schedule of eight games of Boston College under the sponsorship of Atlantic Refining.

Morton Blender, who left WCOP some time ago to announce over WCFL, Chicago, has left the Chicago station to return to WCOP.

Second issue of the WBZ-WBZA house organ, "The Airway to Sales," is off the press, and lives up to all that was said about the first one.

Evelyn Began and Ruth Farwell of the Yankee network staff off to Cape Cod.

Radio Bills to Remain Active In Next Session

(Continued from page 1)
instead of waiting until the first of the year.

The several bills asking for radio probes, the wattage tax bill, the measure to prevent the FCC from being absorbed by the Department of Commerce, the measure for a government-owned station, and the anti-monopoly, anti-censorship, restricting of paid endorsements, reserving of time for educational programs, etc., all remain active.

Appointments of Frank McNinch and T. A. M. Craven to the FCC were confirmed by the Senate before adjournment late Saturday.

New WRBL News Service

Columbus, Ga.—An amplified news service, titled "News While It Is News", will be inaugurated Sept. 15 by WRBL, it is announced by Manager J. W. Woodruff Jr. With a full leased wire printer machine in the studios, news will be given every hour. An auxiliary printer also will be installed in a prominent store window.

Herth to Judge in Contest

Milton Herth, the electric organ master on CBS, will be one of the judges in the Harmonica Contest being conducted by Department of Parks on the Mall, Central Park, tomorrow night.

Walter W. Voss Resigns

Walter W. Voss, formerly in charge of accounts at Sound Reproductions Corp., has resigned. His future plans have not been made known.

Young man, 22, now employed. Every type radio writing, newspaper, publicity, widely traveled, well educated all theatre radio arts, alert worker, desires assignments where fresh viewpoint is desired. Highest references. Write Box A-108, RADIO DAILY, 1501 Broadway, New York City.

STATION MEN TO PICK COMMITTEE ON AFM

(Continued from Page 1)

decided to select a committee to work out the methods of procedure in the AFM matter, etc. Committee will issue a statement today, following a session scheduled to start at 3 p.m.

Committee will be empowered to state the aims of the group and whatever is to be said officially. Meanwhile strict secrecy is being maintained on the proceedings.

NAB Says Sesac Claims Some of Ascap's Music

(Continued from Page 1)

claimed by Sesac have been composed by Ascap members, and that the Ascap contract with its members needs looking into, since it was understood that Ascap members assigned exclusive performing rights to this organization.

Urgent need for immediate copyright legislation is indicated, says the foreword, and that in fairness to both the creators and users of music some form of registration is needed which will make known to all concerned the true owners and their authorized agents in all copyrights. On a general basis, the report indicates that Sesac is claiming more of a catalog than it actually controls.

Sesac officials stated that the NAB report will be closely studied from legal and other aspects before replying to NAB. However, Sesac reiterates that the NAB Report is "misleading, inaccurate and distorted."

WMCA Evening Schedule Expects Sellout by Oct.

(Continued from Page 1)

commercial contracts for the fall include Finlay Strauss who will sponsor 15 minutes of news daily, a 15-minute musical show featuring Jerry Lee and Nat Brusiloff's orchestra Sunday through Friday and 66 spot announcements per week.

Barney's Clothing Store will increase its present advertising budget over WMCA by 50 per cent beginning Sept. 7.

Consolidated Drug Trades has bought 12 spots weekly, half-hour each, for a musical series.

Advance sales are reported far ahead of any previous year since the station's inception. Just what percentage of the fall business will be aired over the Inter-City network has not as yet been announced.

Frazier Managing New Station

Philadelphia—Howard Frazier, former chief engineer of WPEN-WRAX, is operating the new WSNJ station, located north of Bridgeton, N. J. General manager of the station is Paul Alger, well-known to local radio listeners.

... Radio's own daily newspaper modestly presents a series of 100 unsolicited testimonials as to what Radioland thinks of RADIO DAILY.

MUSICIANS MUTUAL PROTECTIVE UNION

New Orleans, La.

"... I think we are going to need RADIO DAILY. It carries the news when it happens and gets it to us rapidly. So I would appreciate it if you would enter our subscription and have us sent a bill."

R. L. Chabao
Secretary.

KOBH

Rapid City, South Dakota

"... We like RADIO DAILY and think it has completely filled a necessary niche in the industry. It's handy it's newsy and it's daily! We are much obliged."

Archie W. Hall
Program Director

NATIONAL BROADCASTING COMPANY

New York City

"... I must congratulate RADIO DAILY, which so acceptably fills a need in a field that is so different every 24 hours."

Jesse Butcher
Station Relations

... RADIO DAILY is six months old. It is growing fast. It already has the confidence of a great progressive industry. Watch RADIO DAILY.

★ Coast-to-Coast ★

J. CHARLES McINTIRE, veteran sports announcer at WMBH, Joplin, Mo., and Blanche Sullivan were married last week. The baseball broadcast went on as usual.

WFBR, Baltimore, will carry an unusual series of Friday night broadcasts from St. John's College, Annapolis.

Arnold King Jr. of the WLTH technical staff is on vacash.

WKRC, Cincinnati: John McCormick, general manager, back at his desk after a short recess.... Bill Williamson, sales manager, left Saturday with Mrs. Williamson for two weeks at Lakeside, Mich.

WTMV, East St. Louis: William H. West, v.p. and g.m., week-ended with Mrs. W. and the kids in the Ozarks.... Charles Barnhart, scripter-actor, has taken over the emcee job for Seidel's store, replacing Fred Hunter, who is trying his luck on Broadway.... Alex Buchan, announcer, vacationing in Scotland.... "Around the Town", late night dance session, has been revamped and now is called "Stern Brau Music Festival."

Florence Ballou, WICC (Bridgeport) assistant, handling program-publicity-production during Jud La Hays' vacation.

John Schramm, WOV-WBIL program director, leaves Sept. 2 for second half of his vacation.

Nicholas Cosentino, tenor, has joined "Music in Many Moods" over WOV on Sundays.

WAGM, Presque Isle, Me.: Bill Davis, mikeman, while on his vacation in the White Mountains and along the coast of Maine, visited all stations in Maine and a few in New Hampshire.... R. W. MacIntosh, manager of Aroostook Broadcasting Station, spent the week-end at his home in Gloucester, Mass.... L. E. "Red" Hughes, commercial manager and newscaster, is handling publicity for Aroostook Valley Fish & Game Club Field Day, Aug. 26.

Jay Coffey, announcer and continuity writer at WELI, New Haven, joins WBRY, Waterbury, Sept. 1, succeeding Maybell Hinton, resigned. Bill Farley takes Coffey's place. Sid Goluboff, WELI roving reporter, has been placed in charge of press relations.

WSPD, Toledo: George Pickard is airing "News Reel" during Jack Fitzgerald's absence, with Stan Babington collecting and writing the data.... Elsa Clement, lyric soprano, has changed to a Saturday spot from Thursday.... Connie Desmond, announcer, got so sunburn on vacation he had to spend two days in bed when he got back.

Bill Dittman, salesmanager at WTMJ, Milwaukee, on vacation.

Bob Eaton, actor at WHO, Des Moines, wrote and appeared in "The Alamo", presented Sunday by the WHO Playhouse group. Archie Leonard, Glenn Goodwin, Donald Thompson, Kenneth Ferguson and Emmett Lynn also were in the cast.

F. Turner Cooke, program director at WMAS, Springfield, Mass., who is vacationing in the northern states, was birthday-partying on the 19th.

Larry Lawrence, heard over WTMJ, Milwaukee, in "Drama in the News," is vacationing in California.

Phil Brito, Newark radio tenor, has been signed for a 16-week commercial beginning Sept. 8 over a 34-station hookup throughout Canada. At present he is on a sponsored show with Lloyd Huntley's orchestra.

Nelson Olmsted, formerly program director for Station KNOW, Austin, Tex., is now announcer for WBAP, Fort Worth. He takes announcing place of Russ Lamb, who has gone to Chicago.

Three Jesters (Red Latham, Wamp Carlson and Guy Bonham) have joined the Sunday night Sylvia Froos program on WOR-Mutual.

Larry Roller, special events director of WHK, Cleveland, has arranged to broadcast the Thompson Trophy Race from start to finish on Sept. 6, as the first program of the 1937 National Air Races. CBS will pick up the finish of the race from WHK.

WCAE, Pittsburgh: Frank Seidel of the continuity staff has been asked to prepare a series of 20 scripts for the Northwestern Territory Celebration.... Jack Wentley of the sales staff touring east on vacation.... Jim Murray and Carl Dozer are doing some nice pinch-hitting for Norman Twigger, newscaster, who is vacationing.

Ralph Simpson, singing announcer at WLW, is now featured as emcee on the "Toy Band" program heard via WHN at 6 p.m. on Mondays, Wednesdays and Fridays. Simpson tells stories and sings for his young audience.

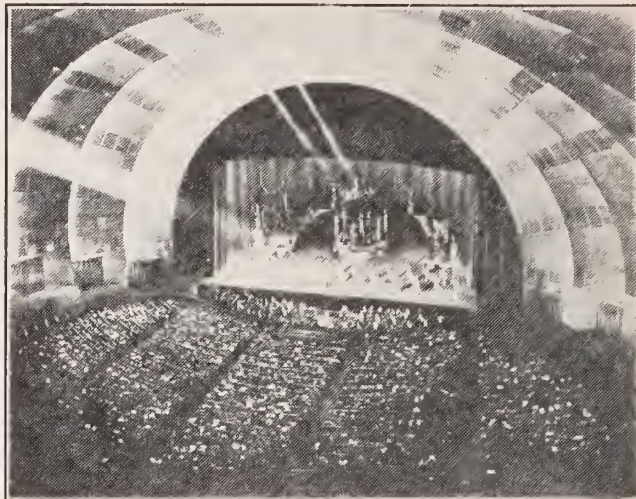
Orson E. White, pianist at WRJN, Racine, Wis., has returned from vacation.

"Sure—WCOP is Boston's Finest!"

for all day coverage of the Boston area

National Representative
WEED & CO.

NEW YORK CHICAGO DETROIT



Radio City Music Hall
brings hearing to its
deafened patrons with

ACOUSTICON THEATREPHONES!

THOUSANDS of motion picture houses, large and small, are bringing theatre hearing to the deafened with Acousticon Theatrephones. These installations are energized directly from the sound system—are increasing box-office receipts by as much as 10%—invariably attract deafened audiences from areas outside the normal market of the equipped theatre. The individual Theatrephone enables the deaf to hear by a combination of bone and air conduction—a technique which made possible the development of the Dictograph Silent Radio and its Acousticon Mystic Ear. This radio, for the first time, offers personal radio listening: "One can listen, while others sleep, talk, read." Both the Theatrephone and Silent Radio are manufactured by the Dictograph Products Co., Inc.



**DICTOGRAPH
PRODUCTS CO., INC.**

580 Fifth Avenue - - - New York, N. Y.

MANUFACTURERS OF PRECISION EQUIPMENT SINCE 1902



RADIO DAILY

Serving the Better Interests of Commercial Radio and Television



VOL. 2, NO. 39

NEW YORK, N. Y., WEDNESDAY, AUGUST 25, 1937

FIVE CENTS

Counter-Proposal to AFM

"WAY DOWN EAST" DISKS PLACED ON 14 STATIONS

Sterling Products will use 14 stations five days a week for the new "Way Down East" disk series which returns Sept. 27.

Quarter-hour WBS disks will plug Danderine twice weekly and Haley's M-O the other three days. Series is expected to run for 39 weeks. Sta-

(Continued on Page 7)

New Television System Is Shown by Kolorama

Demonstration of a new television system was given yesterday by Kolorama Laboratories of Irvington, N. J., which has carried on intensive research to construct television equipment adaptable for home use with

(Continued on Page 3)

Radio Union to Send Organizers Into Field

Although selection of an executive secretary of the American Federation of Radio Artists has been delayed until another meeting next week, the AFRA is going ahead with active organization. A National Organizing Committee of five has been

(Continued on Page 2)

Cantor Switching

West Coast Bureau, RADIO DAILY
Los Angeles—Eddie Cantor and his Texaco program switches from Sunday to the Wednesday spot on CBS now held by Ken Murray for Campbell, on Sept. 29.

The latter show is being discontinued. It is now authentically reported that Murray and Oswald will step into "Hollywood Hotel" to inject comedy.

Amateurs Out

Toronto—No new entertainers seeking a radio career will be auditioned by the Canadian Broadcasting Corp. hereafter unless they can show favorable references from music and dramatic teachers, the network has just ruled.

What's more, no auditions will be given unless the recommendations are from duly qualified teachers or institutions.

Slips

Lou Gehrig's recent classic boner in plugging the wrong product on a guest shot was almost duplicated on Uncle Jim's Question Bee over CBS last Saturday night when he called on a volunteer to come up and speak on the sponsor's product, G. Washington coffee. The tyro announcer said that G. W. coffee is so easy to prepare that he could make his own coffee—"and it didn't taste any different from any other kind."

WJZ, WEA and WABC UNIONIZED BY AGRAP

American Guild of Radio Announcers and Producers, continuing its efforts to unionize the announcing and production end of radio, has signed the 35 sound effects engineers of WJZ, WEA and WABC. Roy Langham, AGRAP president, also made it known yesterday that the AGRAP has signed the announcers

(Continued on Page 7)

Chi Nitery Orchestras Going On Six-Day Week

Chicago—A six-day week for all men working in hotel and night club orchestras becomes effective Sept. 5 for the Chicago Federation of Musicians headed by James C. Petrillo. Except during the first week, when Monday falls on Labor day, that will

(Continued on Page 2)

Copyright Owners Holding Up Phonograph Record Licenses

N. Y. State Milk Bureau Selects 16 Stations

New York State Milk Publicity Bureau through J. M. Mathes has selected 16 stations for its spot radio campaign which starts Sept. 27. One-minute RCA-Victor disks will be used, once daily, for 20 weeks. Stations in list are WINS, WMCA, WBNX, WHN, WOKO, WIBX, WSYR, WFBL, WHAM, WHEC, WBN, WGR-WKBW, WEBR, WESG and WBNF.

Alternative Proposition Will be Made by Indep't Broadcasters After Survey— Bitter Wrangling at Meeting

ASCAP GIVING STATIONS INDEXED LIST OF TITLES

For the first time in its history, Ascapi is offering a free special service to all licensed radio stations which will eventually give the stations thousands of indexed musical composition titles, with the name of the composer, author and publisher, and date of copyright, if any. The first batch of titles will be supplemented from time to time as Ascapi gathers them from the combined logs of stations, so that the compilation will be

(Continued on page 3)

Home Products to Have Four Shows on NBC Nets

American Home Products will promote BiSoDol in the NBC-Blue network spot, Tuesdays, Wednesdays and Thursdays, 7:15-7:30 p.m., which sponsor signed for sometime ago.

(Continued on Page 2)

Stove Campaign on Coast

Hammer-Bray Co., Ltd., manufacturers of gas stoves and oil heaters, of Oakland, Cal., will conduct a spot radio campaign this fall in California, Washington and Oregon. D'Evelyn & Wadsworth, San Francisco, has the account.

Approximately 135 radio executives representing all of the 161 independently-owned network affiliated stations gathered in the Empire Room of the Hotel Waldorf-Astoria late yesterday afternoon and night, and, after bitter wrangling between individuals and factions, including

(Continued on Page 2)

SONGWRITERS TAKING ET ISSUE TO COURTS

After a spirited meeting yesterday afternoon, the Song Writers Protective Ass'n voted to stop arguing with the music publishers on the question of vested electrical transcription and movie synchronization rights and

(Continued on Page 7)

Swift's Sunbrite Series On NBC-Blue Net Sept. 27

Chicago—Swift & Co. (Sunbrite cleanser, etc.) on Sept. 27 starts the "Sunbrite Junior Nurse Corps" on a nationwide NBC-Blue network from here, Mondays through Fridays, 5:15-5:30 p.m., with repeat at 6:15 p.m.

(Continued on Page 7)

Dullzell as Equity Head

When Frank Gillmore leaves the presidency of Actors Equity for his post with Associated Actors and Artists of America, Executive Secretary Paul Dullzell will be active head of Equity, with his present title, the association's council decided yesterday.

Union Signs WCAU

American Communications Association, formerly the ARTA, yesterday announced that 17 members of the technical staff of WCAU, Philadelphia, have signed an agreement recognizing the ACA as sole bargaining agent for the station. The organization expects to sign the rest of radio technical employees in Philadelphia and all of the Baltimore stations shortly.

The proposed check on stations using phonograph records by concerted action on the part of leading record manufacturers, who planned to inform the broadcasters that a new license agreement was to be issued to stations, received a definite setback yesterday and an important complication from music copyright owners. The record men, seeking to allay the threats of the AFM, have now gone into another huddle to iron out the music publisher inter-

(Continued on Page 2)



Vol. 2, No. 39 Wed., Aug. 25, 1937 Price 5 Cts.

JOHN W. ALICOATE : : : Publisher

DON CARLE GILLETTE : : : Editor

MARVIN KIRSCH : : : Business Manager

Published daily except Saturdays, Sundays and Holidays at 1501 Broadway, New York, N. Y., by Radio Daily Corp. J. W. Alicoate, President and Publisher; Donald M. Merseau, Treasurer and General Manager; Chester B. Bahn, Vice-President; Charles A. Alicoate, Secretary; M. H. Shapiro, Associate Editor. Terms (Post free) United States outside of Greater New York, one year, \$5; foreign, year, \$10. Subscriber should remit with order. Address all communications to RADIO DAILY, 1501 Broadway, New York, N. Y. Phone Wisconsin 7-6336, 7-6337, 7-6338. Cable address: Filmday, New York. Hollywood, Calif.—Ralph Wilk, 6425 Hollywood Blvd. Phone Granite 6607.

Entered as second class matter April 5, 1937, at the postoffice at New York, N. Y., under the act of March 3, 1879.

FINANCIAL

(Tuesday, Aug. 24)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Am. Tel. & Tel.	169	168½	168½
CBS A	28¼	28¼	28¼	+ ¼
Crosley Radio	19½	19	19	- 3/8
Gen. Electric	56	54½	55½	+ 1/2
North American	25½	24½	25	+ 1/2
RCA Common	11½	10½	11¼	+ 3/4
RCA First Pfd.	73½	72½	73	+ 1/4
Stewart Warner	17¾	17¾	17¾	+ 1/4
Zenith Radio	43	40½	42½	+ 2½

NEW YORK CURB EXCHANGE

Hazeltine Corp.	16½	16½	16½
-----------------	-----	-----	-----	-------

OVER THE COUNTER

	Bid	Asked
Stromberg Carlson	13	14½

Radio Union to Send Organizers Into Field

(Continued from Page 1)

chosen, with George Heller as chairman. Heller is also treasurer. Remainder of the committee is being kept secret to avoid embarrassment, since the individuals are actively engaged in radio work.

Heller was also authorized to hire field organizers as he sees fit and will soon send out a crew to various parts of the country.



Radio Newsfeatures

Available to only one radio station in each city

Details on Request

Represented exclusively by

Stephen Slesinger, Inc.
250 Park Avenue New York

Broadcasters to Make Counter-Offer to AFM

(Continued from Page 1)

much anti-network sentiment, finally decided to keep the doors open for negotiations with the American Federation of Musicians.

Earlier in the day a five-hour session was held by a newly appointed broadcaster committee with President Joseph N. Weber of the AFM. It is understood that Weber declared himself in favor of a negotiating yardstick for a weekly wage scale for additional musicians that would be the equivalent of three and one-half times the highest quarter-hour rate per week, meaning an addition to the weekly payroll of the industry of about \$105,000 weekly, or \$5,000,000 annually. This resolves itself into the hiring of 3,000 more musicians than are now being employed at an average scale of \$35 weekly.

While numerous broadcasters vowed they would go out of the broadcasting business rather than submit to such an additional load, the majority opinion prevailed that the committee make a counter-proposition after the industry had been surveyed as to how many musicians it could absorb without putting an unbearable burden upon itself.

The committee will now look the situation over and arrange to meet again with the AFM on or about Sept. 9. It is pointed out, however, that while the committee is empowered to negotiate, it has no power to bind the broadcasters it represents.

William S. Hedges, vice-president and general manager of WLW, was chosen chairman of the committee which is to treat with Weber. His confreres are Samuel R. Rosenbaum, president of WFIL; Emile Gough, vice-president of Hearst Radio; Edwin W. Craig, vice-president of WSM, and John J. Gillin Jr., manager of WOW. Mark Ethridge, general manager of the Louisville Courier-Journal, was chosen permanent chairman of the group and ex-officio member of the committee. This paper owns WHAS.

The move was instigated by Barry Bingham of WHAS, and newspaper-owned stations took the initiative in many directions. Most drastic element among the newspaper-owned stations even expressed itself as being willing to risk a strike and let the networks do the worrying. In a statement issued by the committee and as told to Weber, it was significantly indicated that the AFM made its demands upon radio "through the networks". It was also stated that stations are linked together only for network commercial programs and that each station must be dealt with separately on any question involving operations or expenditures and that no one company, committee or person is authorized to commit the industry as a whole or the network affiliates as a whole to any proposition.

Further the independent broadcasters believed that conditions other than broadcasting were responsible for the vast army of unemployed musicians, and that they do not feel

MPPA Is Holding Up Licenses on Records

(Continued from Page 1)

vention. Their original plan for a letter to stations was presumed to be in the hands of general counsel.

Copyright owners' intervention came through the general manager of the Music Publishers Protective Ass'n, Harry Fox, acting as agent and trustee for a group of copyright owners. In a letter addressed to all phonograph record manufacturing companies, Fox expressed himself as follows:

"I read with considerable interest articles appearing in various trade publications which purport to reveal your plans to undertake a system of licensing the radio broadcast of phonograph records manufactured by you.

"I am constrained to call your attention to the fact that the manufacturing license granted to you by the copyright owners of the musical works recorded on such records does not extend permission to manufacture recordings intended for public performance for profit.

"Accordingly, therefore, I anticipate that you will give adequate notice to all persons concerned that you have no authority at the present time from the copyright owners permitting you to manufacture recordings of their works for purposes of reproduction by radio broadcast stations."

Two-way angle on this complication is that either the music men are backing down on the AFM concordat and wish to take the play away from manufacturers who want to keep down the playing of disks on stations, or it gives the record men an "out" in regard to complying with the AFM ultimatum. Music men, however, state they merely wish to preserve their rights in the matter and control their copyrights.

New Disk Labels

RCA's Victor and its subsidiary brand, Bluebird phonograph records have appeared with new label legends, the latter in black and gold in place of pale blue. The new legend does not mention the phrase "Not licensed for radio broadcast." New phases are said to be aimed at coin operated phonographs, etc., and reads: "This record is manufactured and sold under U. S. Patents... and is licensed only for non-commercial use on phonograph in homes. The original purchaser has expressly agreed with the manufacture of this record that it will not be sold for any purpose other than non-commercial use on phonographs in homes. All subsequent purchasers and users are notified that this record may be used only for non-commercial purposes on phonographs in homes." This new label follows a letter to all Victor-Bluebird dealers that the disks must not be sold for commercial purposes and that a talk with the AFM revealed their support in the matter.

responsible for the incompetent or poorly qualified, nor for the technological unemployment in the craft. Setting forth their sincere desire for an amicable adjustment, the committee requested that the AFM defer its proposed strike order tentatively set for Sept. 16.

COMING and GOING

WENDELL HALL returns to New York from Chicago the latter part of the week.

DONALD DOWD, announcer in NBC Chicago studios, is visiting his parents in Philadelphia.

JACK ALICOATE, publisher of RADIO DAILY, returns Monday from a month's sojourn abroad.

W. I. DUMM, head of KSFO, San Francisco, is in New York.

DEAN FITZER of WDAF, Kansas City, and HAROLD HOUGH, NAB treasurer and of WBAP, Fort Worth, in town for the big meeting.

Station executives who arrived in town yesterday were: EDGAR L. BILL, WMBD; HARRY SEDGWICK, CFRB; HARRY STONE, WSM; LAMBDEN KAY, WSB; HUGH A. HALFF, WOAI; JOHN SHEPARD III, WNAC. Yankee network, etc., and WALTER DAMM, WTMJ.

CORK O'KEEFE and DANNY COLLINS left for Philadelphia yesterday.

DICK INGRAM of Rockwell-O'Keefe planned to Memphis yesterday.

GENE AUSTIN is in from Hollywood and is stopping at the Hotel Edison for his first visit to New York in five years.

WINI O'KEEFE, casting director of Langlois & Wentworth, is back at her desk after a two-week vacation.

AILEEN STANLEY is finishing up her last lap of a British Isles tour and then boards the Ile de France for home and air appearances.

LOUIS K. SIDNEY, managing director of WHN, returned yesterday from Cape Vincent.

RAY SAUNDERS, WHN announcer, has returned from a vacation to Nova Scotia.

LESLIE HOWARD sails for England today aboard the Queen Mary.

H. J. ZANE of the Hartenstine-Zane Co., returned to New York last night from the Coast, having completed the installation of a new tower for KSFO, San Francisco.

Home Products to Have Four Shows on NBC Nets

(Continued from Page 1)

Series, a script show, is expected to start on Oct. 1.

Sponsor has also signed a 52-week renewal, effective Sept. 13, for three other shows on the NBC-Red network, namely, "Mrs. Wiggs of the Cabbage Patch," "John's Other Wife" and "Just Plain Bill." Programs are heard Mondays through Fridays, 10-10:45 a.m., with repeat at 1:15 p.m. Blackett-Sample-Hummert Inc. handles the account.

Chi Nitery Orchestras Going On Six-Day Week

(Continued from Page 1)

probably be the night on which substitute bands are used. Only relief band set so far is reported to be Charlie Gaylord for the Empire room of the Palmer House, taking over on that night for Dick Gasparre. Radio musicians here are already on a six-day week.

Baume Bengue on WABC

Thomas Leeming Co. (Baume Bengue) through William Esty & Co. has bought the 7:55-8 a.m. period on WABC for news reports to be aired Mondays through Friday on and after Oct. 4.

CRAIG & HOLLINGBERY

Incorporated

Radio Station Representatives

New York
Jacksonville

Chicago
Detroit

AGENCIES

BATTEN, BARTON, DURSTINE & OSBORN has been appointed advertising representatives of Koppers Co. (Koppers Coke) for the following divisions: Connecticut, Brooklyn; Seaboard, New Jersey and Minnesota. Appointment does not affect advertising of other divisions. Fall advertising scheduled are now being readied by B.B.D.&O. and will include radio, probably spot programs, in the various territories.

ROBERT HAYES, prominent in the advertising agency field of Seattle, has been appointed as assistant to C. E. Johns, formerly of the Seattle Chamber of Commerce, who was made executive secretary of the recently formed Washington State Progress Commission, to administer a fund of \$250,000 for state advertising that has been placed in the hands of the Seattle office of the J. Walter Thompson Co.

KNIGHT PUBLICATIONS, New York, has put out a book titled "Poisons, Potions and Profits, the Antidote to Radio Advertising," by Peter Morrell, who attacks many products advertised on the radio. He goes after drug products in particular.

Ad Club Committee

Lowell Thomas, president of the Advertising Club of New York, has announced the personnel of the club's admissions committee for 1937-38. Committee consists of Oliver B. Merrill, sales manager of National Independent Broadcasters Inc., chairman; James J. Clark, Liggett Drug Co.; Arthur C. Doornbos, Atherton & Currier Inc.; Edwin C. Treat, and John A. Zellers.

Clergy League on WNEW

Clergy League for America Inc. starts a series of semi-religious broadcasts Sept. 7 over WNEW at 7:30-7:45 a.m. The meditations, under direction of Rev. Irvin C. Wise, will be heard Monday through Saturday, with ministers from various churches as guest speakers.

Roy LeMay Laid Up

Roy LeMay, star of "Junior G-Men", heard over WOR thrice weekly, this week missed his first broadcast in over a week as a result of being stricken ill a few days ago. He was taken to Lenox Hill Hospital.

Put Lines in City Hall

Cleveland—As a result of numerous originations coming from City Hall, the United Broadcasting Co. stations WHK-WJAY have installed lines into the City Hall.

NOW AVAILABLE for FALL BOOKING

MORTON BOWE

SU 7-3348 or Billy Hilpott—NBC

NEW PROGRAMS—IDEAS

"A Year Ago Today"

WLTH's "A Year Ago Today" contest, presented Saturdays at 1 p.m. in the Academy of Music, has drummed up quite a bit of popularity and hundreds of the station's listeners already have been guests on the program. The idea of the show is to present the news and music of a year ago. The songs selected, are those used on the "Hit Parade" a year ago from the day of the broadcast. This is done with special permission from the American Tobacco Co., sponsors of "Hit Parade", through its agency, Lord & Thomas. The show is scripted and announced by Norman H. Warembud.

Dramatizing City Facts

Radio programs to acquaint residents with the outstanding facts about the city are being planned by the Springfield (Mass.) Chamber of Commerce. Suggestions have been made that dramatizations of high points in the city's history or of rackets practiced on men or women would be welcomed in addition to programs

which would present outstanding talent from various fields in the city. Albert W. Marlin for WMAS, Robert D. White for WBZA and Wayne Henry Latham for WSPR are co-operating.

Post-Reviews of Films

Outstanding films of the past will be post-reviewed by WNEW through cooperation of leading film companies. Hit music and dialogue from the pictures will be given. Program will be presented at 2:30 p.m. three times weekly, on days when station does not carry a Newark Bears baseball game.

Livestock Auctions on KFEL

A new kind of "Ringside" broadcast is being aired weekly over KFEL, Denver, with microphones set up in the "Sale Ring" at the Greeley Cash Livestock Auction Market. For many years a regular feature of KFKA at Greeley, these broadcasts are now being piped over Mutual to KFEL each Thursday afternoon.

Ascap Giving Stations Indexed List of Titles

(Continued from Page 1)

one of the most used songs in radio, or those "presently current."

According to a communication going from Ascap to the stations today, there will be approximately 25,000 titles available immediately upon request from stations. The titles will be on gummed and perforated paper, suitable for pasting on 3x5" cards, for use in a recommended steel cabinet holding 10 drawers. The broadcaster may further index and cross index the titles and the cabinet will hold 50,000 titles. Eventually, over a period of years, Ascap believes it will be able to supply broadcasters with several hundred thousand titles. Additional titles which will be available, as accumulated, will be sent out according to responses from broadcasters.

CBC Boosts Chain Programs

Toronto—Starting Sept. 1, programs put on the air by Canadian Broadcasting Corp. will include 16 hours of national chain broadcasting daily, instead of six hours as at present. Hon. C. D. Howe, Minister of Transport, in making the announcement, said there had been a very decided improvement in the radio situation in Canada since the Dominion government placed Major Gladstone Murray, formerly of British Broadcasting Commission, in charge.

"Lone Ranger" Magazine

In addition to having been sold to Republic Pictures as a film serial, "The Lone Ranger", Mutual program, now has a magazine named after it. It is being sold on news-stands and contains stories of the old west.

New Television System Is Shown by Kolorama

(Continued from Page 1)

projection on a large screen. Kolorama officials believe that small pictures, measuring only a few inches on a side, will not be acceptable in the home or useful for commercial application.

At the demonstration, television transmission was highlighted by projecting high definition pictures on a screen measuring 4x5 feet.

Advanced experiments in color for television is still dependent upon the perfection of black and white transmission, it was said.

The Kolorama system is not yet perfected, but engineers claim they have not reached their limitations.

"Aunt Jemima" Cast

Chicago—In addition to Harriette Widmer in title role, Quaker Oats has lined up the following cast for its "Aunt Jemima" serial starting Aug. 31 on NBC five-a-week: Vance McCune, Forrest Lewis, Roy Brower, and Noble Cain's a capella choir. Basil Loughrane will handle production for Lord & Thomas.

New "Jungle Jim" Series

"The Adventures of Jungle Jim", quarter-hour transcribed adventure show heard on more than 200 stations weekly, started a new series of adventures this week. Ed McDonald and Bob Strauss are new members of the cast. The series is written by Gene Stafford and produced by Langlois & Wentworth Inc.

Peggy Wood in "Methuselah"

Peggy Wood will play the leading role in NBC's 75-minute airing of Shaw's "Back to Methuselah" on Monday at 9:30-10:45 p.m.

GUEST-ING

LESLIE HOWARD, ADOLPH ZUKOR and RAYMOND MASSEY, interviewed by Martin Starr on "Gangplank" before sailing of Queen Mary, today at noon over WMCA.

SALLY EILERS, on "Sealtest Sunday Night Party," Aug. 29 (NBC-Red, 10 p.m.).

CLAUDIO FRIGERIO, baritone, on "Our American Neighbors," Aug. 29 (CBS, 5 p.m.).

INA CLAIRE, added to "Kraft Music Hall" guest list, Aug. 26 (NBC-Red, 10 p.m.).

ELLA FITZGERALD, on "Broadway Melody," tonight (WHN-WOR, 8 p.m.).

ETHEL MERMAN, on "Hit Parade," Sept. 15, booked by Mack Davis of Columbia Artists (CBS, 10 p.m.).

"Name Your Own Rate" For Midnight to 6 a.m.

Anderson, S. C.—WAIM, which extends its operating time to include 12 midnight to 6 a.m. beginning Sept. 1, has sent out novel promotional letters to call attention to this fact and is offering the early a.m. hours to sponsors "at your own rate". Contract blanks are enclosed in the letters, which announce that the recipient is one of 36 lottery winners whose names the station took the liberty to enter, after satisfying itself of the potential sponsor's qualifications.

KWK-WLW Line Hookup Takes Effect Sept. 13

St. Louis—Confirming a recent story in RADIO DAILY, KWK announces actual starting date of its Transamerican affiliation as Sept. 13. At least one commercial show will start then as a WLW Line program (Lydia Pinkham). KWK is also an NBC-Blue network affiliate as well as part of Mutual chain.

Canada Dry Fall Spots

Canada Dry Ginger Ale is planning a fall spot campaign and has already signed with WOR for Transradio Press reports on Mondays, Wednesdays and Fridays, 6:30-6:45 p.m., beginning Oct. 4. J. M. Mathes has the account.

"Marriage Clinic" on WOR

"The Marriage Clinic," originating at WAAB, Boston, and with disseminating advice on marital problems, will be heard over WOR starting to night at 10:30-10:45.

IN BOSTON YOU CAN'T BEAT

WCOP

National Representative

WEED & CO.

New York

Chicago

Detroit



HILL

HILLTOP HOUSE is a continued story that will appeal to people of all classes and creeds between the ages of five and seventy-five.

HILLTOP HOUSE will quickly attain a large and responsive listening audience.

HILLTOP HOUSE will build additional good will and increased sales for its sponsor.

YOU will love the warmth and the humane kindness of Martha McCrae who guides the destiny of HILLTOP HOUSE.

YOU will sympathize with the romantic problems of the impetuous young Dr. Robbie.

YOU will be intrigued by the charm of the mysterious young Englishman, Barton Jeffers.

YOU will laugh with the young Adair twins in their humorous escapades and weep with them in their sorrows, and you will find a warm place in your heart for the other children of the orphanage.

YOU will chuckle at the romance of Tulip, the colored maid, and Luke, the iceman.

YOU will respond to the gentle homey personality of Paul Hutchinson, president of the Glendale bank.

YOU will love to hate the sharp tongued Thelma Gidley who assists Martha McCrae.

YOU will find yourself looking forward to tomorrow's episode of HILLTOP HOUSE.

HILLTOP HOUSE

The Prize Package **OF THE RADIO INDUSTRY!**

HILLTOP HOUSE

Starring

SELENA ROYLE

Supported by a distinguished cast

Hilltop House is a tender, beautiful story of human appeal that lives within, and centers about the orphanage of Glendale.

A human interest story, that runs the gamut of all the emotional phases romance, tragedy, pathos and humor live within Hilltop House.

Available thru
National Broadcasting Co. Columbia Broadcasting System

Or direct
Edward Wolf
Wolf Associates, Inc.
1270 Sixth Ave. New York City
Phone: COLUMbus 5-1621



ORCHESTRAS MUSIC

PHIL SPITALNY and his orchestra of 30 singing girls will get a rousing reception when they arrive in Cleveland on Sept. 3 for a week's engagement at the Palace Theater. The Ohio metropolis is Spitalny's home town. The weekly "Hour of Charm" program over NBC-Red on Sept. 6 will be broadcast from WTAM. On Sept. 10, the orchestra begins a week's engagement at the Michigan Theater, Detroit, broadcasts Sept. 13 from WWJ. The orchestra will be back in Radio City for its broadcast Sept. 20.

Shep Fields is playing one-nighters in New England this week. The "Rippling Rhythm" will be heard at Old Orchard, Me.; Marshfield, Mass.; Lynnfield, Mass.; Hampton, N. H., and Holyoke, Mass.

Benny Meroff and combine booked into the New Yorker Hotel for four weeks, starting Sept. 2, followed by **Glen Gray** and his Casa Loma band.

Red Nichols and his ork play a week at the season's opening of the Pla Mor ballroom, Kansas City, starting Sept. 11. **Deacon Moore** follows.

Harl Smith and band have been held over indefinitely at Hotel Muehlbach grill, Kansas City. The ork airs over WDAF on Saturday nights.

Jimmy Dorsey and his ork will begin an indefinite engagement the first week of October at the Congress Hotel, Chicago. Music will air over three networks through 14 broadcasts weekly.

Trout Succeeds Godfrey

Bob Trout, CBS special events announcer, succeeds **Arthur Godfrey** on the Prof. Quiz program Sept. 4, when program starts plugging Nash cars instead of Kelvinators. Trout formerly announced the show but had to leave when he was sent to London to cover the Coronation. Nash-Kelvinator will renew Prof. Quiz for another 13 weeks.

WCBD Ready to Start New Plant

Chicago — With tests completed, WCBD expects to put into operation its new 5,000 watt transmitter late this week. Since its \$60,000 fire last April which destroyed its plant at Zion, Ill., the station has been using facilities of WMBI, Moody Bible Institute station.

CLYDE BARRIE

CBS

Thursday

6:15 P. M.



● ● ● **Buddy Clark** leaves 20th Century-Fox because he refused to remain the "Invisible Voice"...Buddy will probably return to the air-
lanes—possibly succeeding **Tony Martin** on the **Burns and Allen** show when the latter's term expires... **George Olsen** starts via CBS from the International Casino Sept. 7... **Arthur Caesar** will script the gags for the **Al Jolson** shindig... **Oyster Bay Coast Guardsmen** rescued **Henry Hayward** of **Wilson, Powell & Hayward** and his wife **Monday** after the two had been adrift in their 31-foot cruiser all night and part of the day... **Brooklyn Strand Theater** reopens Sept. 2 with flesh entertainment plus stage band and name policy—if union matters are straightened... **Bunny Berigan** is out of the **Pavillon Royal** and **Arthur Warren's** crew is in... **Del Casino** must have a due-bill on a grease concession—judging from his hair. How about calling him "Pretty-Boy Casino?"

● ● ● Here's one of those laughs that can't always be helped. ...An announcer at **KIDO**, Boise, had just finished reading a plug for a lecture entitled: "God's Last Call"...Then, with hardly enough pause, he continued—"and now our orchestra plays 'Satan Takes a Holiday!'"...The **Louis-Farr** fight tomorrow night will be aired via **Canadian Broadcasting Corp.** and relayed to England with **CBC's** own announcer describing from the ringside. The announcer will be **R. T. (Bob) Bowman**, assistant to the supervisor of programs and noted sportscaster for **CBC**.

● ● ● **Willys** autos are again in the throes of auditioning talent for a fall show. Last night **Mike Reilly** and his "Music Goes Round" crew sweated for the sponsor over at **NBC**...**David White** of **BBD&O** failed to announce his engagement last week...**Richard Brooks**, topnotch commentator, will celebrate **Labor Day** doubly—by marrying a Boston girl... **Doris Sharpe** of **National Radio Registry** is back at work after a two week illness, and so is **Joe (Brunswick Records) Higgins**...**Herbert H. Marsh**, former Ohio advertising manager, has been drafted east from the **Ferris Fizdale** Chi office to handle copy and contact...Why is **Russ Morgan** rushing to **Saratoga** tomorrow to confer with **Bing Crosby**?...**Connie Boswell** became a blonde as soon as she reached the coast—for flicker work...**Glen Gray** opens at the **New Yorker** Oct. 8...**Roy Campbell's** choir has been set for the **Gruen** show to vocalize with **Joe Rine's** crew... Because of his click on the **Ben Bernie** show from the **Spa** last week, negotiations are on again for **Ken ("Joe and Asbestos") Kling** to head his own show...**Ray Block** does two auditions tomorrow.

● ● ● In **Missoula**, **KGVO** aids considerably in public service work during the forest fire season...Only recently **Lolo** forest officials received reports of a fire breaking at 3 o'clock in the afternoon...Immediately the station aired appeals for volunteer fire-fighters on every half-hour station break until 9 p.m., when the station was advised that some 750 helpers arrived and the fire was under control...**CBS Music Box Theater** fire in **Hollywood** was next door in same building but no damages to studios...**Eric Snowden**, ass't producer, was a hero when he rescued a damsel.

NEW BUSINESS Signed by Stations

WIP, Philadelphia

Philco Radio & Television, mystery drama disks, through **Julian Pollock Agency**; **Gardner Nursery**, renews disks, through **Northwest Radio Adv'g Co.**; **Kirkwood Laboratories** (hay fever remedy).

WHO, Des Moines

Iowa Coal Institute, promoting sale of Iowa coal and employment of Iowa miners; **Omar Mills Inc.**, Omaha, "Your Home Town," musical-dramatic quarter-hours.

WJJD, Chicago

State of Michigan, three dramatizations weekly plugging vacations, through **Fred M. Randall Co.**; **Middle West Distributing Co.**, three 5-min. periods weekly.

WHK, Cleveland

Sterling Products Co., **Wheeling, W. Va.** (Calif. Syrup of Figs), 15-min. programs, 31 weeks, through **Thompson-Koch Agency**, Cincinnati.

WNEW, New York

Carol Pharmaceutical Co. (Caruso Capsules), spots in "Make Believe Ballroom."

May Film "Ave Maria Hour"

A deal is being discussed for the filming of the "Ave Maria Hour" as a series of short subjects. The program, directed by **Charles LaTorre**, is heard Sundays over **WMCA** from **Garrison, N. Y.**

Florence Malone, who appeared in the "Ave Maria" presentation last Sunday as **St. Jane Frances de Chantel**, will also do **St. Alice** in next Sunday's program.

Swift Test Show on WJAR

Swift & Co. (Quick Arrow Soap Flakes), through **Stack-Goble Advertising Agency**, Chicago, on Oct. 4 starts a 26-week test series of one-minute spot announcements twice daily over **WJAR**, Providence.

Radio Relay League Meeting

Seattle — **American Radio Relay League**, northwestern division, holds its 12 annual convention Aug. 28-29 at **Sunrise Park**, **Rainier National Park**.

ATTENTION: RADIO ARTISTS!

YOU NEED AN OFFICE for
Telephone Messages
Correspondence

Business Appointments

YOU NEED A SECRETARY to

Relieve you of details

Organize your activities

Handle your correspondence

Call Miss Purcell

at
BRyant 9-2319

MY PRIVATE SECRETARY

Secretarial Service for Radio Artists
48 West 48th St., N. Y. C. Suite 608



A. E. BENNETT, managing director of 2GB, Sydney, Australia, is due in the U. S. sometime in September on business connected with his station and Broadcasting Service Association, of which he also is director.

F. Wallis Armstrong agency has signed **Addison Simmons** to work on scripts for Hollywood Hotel. Previous assignments have been on "Grand Hotel," "First Nighter" and Chase and Sanborn.

Howard Swart is back at CBS after two weeks vacationing East.

"Moods and Melody" makes its bow over CBS Pacific Coast, replacing **Ted Malone's** "Between the Bookends," for this week. **Ralph Ricard**, piano, and **Marshall Grant**, organ, supply the melodic moods.

Clark Ross, baritone, added to the "Randalliers" program and will be heard regularly over CBS Pacific Coast net. Replaces **Arthur Gilmore**, who, however, will continue as announcer on the program.

Tracy Moore is vacationing from his NBC chores for the usual two weeks.

Andy Devine will be back with **Jack Benny** on the Jello series this fall.

KNX presents the winners of talent auditions annually held at the Pasadena Civic Auditorium and sponsored by the City of Pasadena, from 1:45 to 2:15 on Wednesday afternoon, August 25.

Stuart Hamblen, Texas cowboy-entertainer, seems to have established some sort of a record with more than 6000 hours on the air to his credit. Rolled up this impressive total largely over **KEHE**, where he has a schedule of several hours daily.

The **Stafford Sisters** current popularity is attested by their doubling with **Hal Kemp** and **David Broekman** on the same evening, Friday last.

John Swallow taking time off from his NBC duties to do a bit of yachting off Santa Barbara with **Baron Long**.

Lud Gluskin, CBS musical director, back from Seattle, where he purchased a mammoth Wurlitzer organ to be installed in the new CBS studios.

Lily Pons and **Gladys Swarthout** will appear on the **George Gershwin Memorial Concert** on Sept. 8 at Hollywood Bowl in place of **Irene Dunne** and **Helen Jepson**, originally announced but whose other commitments prevent their appearance. CBS releases coast-to-coast.

RALPH KIRBERY

"The Dream Singer"

MANAGEMENT
WILLIAM MORRIS AGENCY
BILL MURRAY

★ Program Reviews ★

AL ROTH
("Melodic Contrasts")
Sustaining

WJZ—NBC-Blue Network, Mondays, 9-9:30 p.m.

SPARKLING DISTINCTIVE AND RICHLY ENTERTAINING MUSICAL COCKTAIL.

For musical entertainment that is in a different class without being in the least odd or freakish, this weekly production under the direction of **Al Roth** stands far apart from the usual run. Its distinguishing qualities are an imaginative mind in the selection of numbers to present in contrast, a full-bodied rhythm that is dreamily symphonic and sparkling by turns, smoothness and cleverness in weaving the various numbers into the pattern of the whole program, very interesting special arrangements, and a couple of fine contrasting vocalists in **Joan Edwards** and **Karen Kempel**, heard Monday night. A melodious choir also fills in the background.

From an opening with "Old King Cole" by the orchestra and choir, down through "I Get a Kick Out of You," with vocal, orchestral and piano variations, a stirring but restrained arrangement of "Song of the Vagabonds," then "Whispers in the Dark," "Me, Myself and I," "Poor Butterfly," a vocal treat of "Chiri Biri Bin" by **Miss Kempel**, and finally to a choir finish with "Smarty" and "That Old Feeling," the program sailed and sparkled along smoothly and swiftly, finishing much too soon. This fellow **Roth** has plenty on the ball. And **Karen Kempel** is a soprano of surprising voice quality.

Songwriters Taking ET Issue to Courts

(Continued from Page 1)

take the matter to the courts to seek clarity of judgment on the matter in question.

Action of the SPA council in making this decision is declared to be unanimous among the membership including the West Coast branch whose head, **L. Wolfe Gilbert**, addressed the gathering here and read the minutes of an SPA meeting on the coast where similar action was voted. SPA states publishers won't recognize them in any capacity and in addition to holding vested small rights have "two pernicious clauses" in the standard uniform contract. Writers who wish to hold the ET rights for themselves say the courts are now the only recourse and action will be started through general counsel **John Shulman** of **Arthur Garfield Hays** offices.

Holmes Joins Sound Corp.

Harry S. Holmes, formerly of the **Hammond Organ Co.**, has joined **Sound Reproductions Corp.** as executive in charge of sales.

News Periods

The most recent twist in news announcing, the use of two voices, with one reading the headline and the other giving the story in brief, has been adopted with an additional new slant by **WNEW** on its 9:45 a.m. news period. The **WNEW** method is to have the voices alternate on items. It is a very effective system, especially for newscasts that run beyond five minutes, as it does away with the monotony of a long string of items recited in the same sing-song voice, and under the former method the "headline" punctuates the different stories and gives the listener a helpful key to each piece of news.

John Jaeger and **William McGrath**, heard in **WNEW's** morning newscast yesterday, did a nice duet.

"The Johnson Family"

Starting a new series of adventures of "The Johnson Family," in which he plays all the parts, **Jimmy Scribner** started a Mutual coast-to-coast run Monday evening at 6:45-7. Program originates at **WSAI**, Cincinnati, and is heard Mondays through Fridays. **Scribner** displays not only dexterity, ingenuity and talent in portraying the many characters in his family—the repertoire running to nearly two dozen parts—but he is quite successful in giving each character a personality of its own, making all of them human and interesting.

WJZ, WEAf and WABC Unionized by AGRAP

(Continued from Page 1)

and producers of **WJSV**, Washington, and **WBT**, Charlotte, and that bargaining negotiations are now going on.

Langham said that to date the Guild has 700 members in 22 stations located in the south, mid-west, New England and New York areas.

"Way Down East" Disks Placed on 14 Stations

(Continued from Page 1)

tions tentatively set for campaign include **WOR**, **WNAC**, **WFBR**, **WGN**, **WSB**, **WJR**, **WFAA**, **WHO**, **WDAF**, **WBEN**, **WCAU** and a Los Angeles station. **Blackett - Sample - Hummert Inc.** is the agency.

Swift's Sunbrite Series On NBC-Blue Net Sept. 27

(Continued from Page 1)

Lucy Lillman, **Bill Amsdell** and **Helena Ray** will play the leading roles. Series was on CBS last season. **Winthrop Orr**, new radio director of **Stack-Goble**, will handle the production.



ELIZABETH RELLER of the CBS serial, "Betty and Bob," has joined the cast of the Federal Theater play, "The Lonely Man," headlining **John Huston**, son of **Walter Huston**.

Edith Davis, NBC character actress, and her husband, **Dr. Loyal Davis**, noted brain surgeon, back from vacation.

Holly Shively, director of radio promotion and research for **Lord & Thomas**, has returned to work from a motor trip through the Ozarks.

Virginia Payne (**Ma Perkins**) is back at work following a **St. Lawrence** cruise.

Norman Gregg will handle publicity for the forthcoming **Ed McConnell** series for **Acme White** lead.

Frank Dahm, author of the script show "Pretty Kitty Kelly," is putting the finishing touches to a novel about his radio heroine.

Olan Soule, free lance actor, is westbound on vacation.

PHILADELPHIA

KYW's "Music for Moderns" program with its 16-piece band and vocalists, adds another feature now being fed from the local studios to **WEAF** for NBC consumption. Program heard Mondays on entire Red net.

George Jaspert of **KYW** sales staff recuperating from an appendix operation.

Recovered from an auto accident, **Carlotta Dale**, featured soloist of the **KYW Top Hatters**, has returned to the studios with a special Wednesday program of her own.

Elsie Carol, directress of the **WCAU Women's Club**, returns to the air middle of next month.

James Allen, **WIP** program director, goes vacationing in Quebec.

Harold Davis, **WDAS** program director, splits his respite between **New York** and **Atlantic City**.

Lucille Phillips of the **WDAS "Merry-Go-Round"** leaves this week for **Hollywood** and possible picture work.

Roger Williams, tenor, has returned with a daily spot on **KYW** at noon.

Andy Arcari, accordionist, has been given a regular berth on **KYW**.

Dave Mann and **Gene Irwin**, who aired over **WFIL-Mutual** last season in their two piano act, are readying a new series.

A. W. Dannenbaum, **WDAS** president, and **James Aull**, **KYW** director of public relations, are back to the daily grind after a **Maine** vacation.

First in local accounts
in Chicago

WGES

(In the heart of Chicago)

PROMOTION

KIDO's NBC Link Derby

While 400 miles of network lines are being put up from Salt Lake City to Boise, Ida., preparatory to linking KIDO, Boise, with the NBC network, a map over the entrance of the Hotel Boise marks off the day-to-day progress of the line as it creeps gradually toward Boise. The "number of miles to go" is indicated, and the sign advises folks to tune in daily on KIDO for progress flashes.

The new hookup will make it possible for Idaho residents to hear NBC programs during the daytime.

Station-Merchant Co-op Stunt

With "We're in the Money" as a slogan, KFRO, Longview, Tex., is co-operating with 50 local merchants in a 10-week program promoting a Buck Sale sponsored by the merchants. The stores give out "bucks" in amounts equivalent to the customer's purchase. These "bucks" are of value in bidding on many articles donated by the participating firms and to be sold at auction in October. First two weeks of the campaign has aroused much interest, according to James R. Curtis, KFRO president.

Old Ranger Parade

"Old Range Round-Up", conducted by stores selling stoves in Muncie, Ind., recently staged a parade which featured The Old Ranger of WLBC as the main attraction.

BOSTON

John A. Holman, g.m. of WBZ-WBZA, is on a two-week vacation trip with Mrs. Holman through New England and eastern Canada.

Boston Edison Co. auditioned about a dozen male singers at WEEI early this week.

Gordon B. Norris, of sales department; W. Gordon Swan, traffic manager, and Cleon White, artist bureau manager, all back at their WBZ desks after vacation.

Howell Cullenane, Herald-Traveler news reporter on WEEI, off on a two weeks' tour throughout New England in his trailer equipped beach wagon.

The employees of Westinghouse and NBC in Boston are all going out to Millis, Mass., for a corn roast and barbecue supper. WBZ's transmitter is located at Millis.

Kay Batchelder, secretary to Gerry Slattery, g.m. of WCOP, has gone to New Hampshire on vacation.

ONE MINUTE INTERVIEW

BOAKE CARTER

"I'll never be censored. I'm not going to be censored by anybody either in radio or in what I say in print. The going is getting tougher, but should the time come when I can't say what I want, I'll quit broadcasting."

★ Coast-to-Coast ★

BILL SUTHERLAND and Claude Haring of KDKA, Pittsburgh, will be at the mike to report the four Carnegie Tech games in the series sponsored by Atlantic Refining. Nine games are scheduled for airing over KDKA.

Wedding bells have been ringing merrily at WAAW, Omaha. Most recent marriage is that of Announcer Orville Weimer and Lucile Peterson of Omaha. Two weeks previously Assistant Station Manager James Douglas was married to Mrs. Sybil Ashby Erickson.

KMOX, St. Louis: Richard L. Scheidker, formerly of KXBY, Kansas City, has joined the continuity department, replacing Harrison Bailey, who resigned to become program director of WICA, Ashtabula, O. . . . Jerry Hoekstra, director of public affairs department, Marvin E. Mueller, announcer, and Gordon Sherman, engineer, made some instantaneous recordings of St. Louisians summering in northern Michigan for airing in a sort of "Inquiring Mike" program . . . Chic Martin in "Sing, Neighbor, Sing," will start a new Purina Mills all-star farm program Aug. 30, with other talent including Elois Rowan, Shirley Sadler (Nancy Lou), Harold and Ernie Garvin, Paul Fillmore and Eddie Larue.

When President Roosevelt broadcast from Roanoke Island last week, NBC facilities enabled WPTF (Raleigh) listeners to hear his message. But it remained for Carl Goerch, emissary de luxe, to return by plane from the island early that evening to give listeners his first-hand impressions of the chief executive, his reception and the colorful events of the occasion.

WOW, Omaha: Station Manager John J. Gillin Jr. and Mrs. Gillin returned last week from the Ozarks and Gillin's first vacation in 10 years . . . Announcer Tom Chase is back from a vacation at Okoboji . . . Newscaster Foster May, accompanied by Engineers Bill Kotera and Joe Herold, went to Ft. Riley on Sunday for a special broadcast of the Fourth Army maneuvers . . . Russ Baker is working on the "Yours Truly Mr. Dooley" during absence of Announcer John K. Chapel in Europe . . . Ray Olson now is announcing the morning Musical Clock program.

"What I Saw in Loyalist Spain" is the title of the second of two talks on conditions in the Iberian peninsula which H. V. Kaltenborn will make from Paris over CBS Sunday at 2-2:15 p.m.

KYOS, Merced, Cal., is organizing a Radio Drama Club. The training and auditions of aspirants are commercially broadcast. The audience

selects, by mail vote, those whom they wish to have roles in two mystery serials to start immediately following the audition program. These constitute a very effective build-up for the drama to follow.

Radio Writers Laboratory has published "The Clown Who Came Back," a radio drama by Donald Thompson, WHO (Des Moines) production manager.

J. W. Woodruff, Sr., owner of the Georgia Network (WATL, Atlanta; WRBL, Columbus; WGCP, Albany) is a member of the State Planning Board, having been appointed by Governor Rivers. Woodruff is a resident of Columbus and his son manages the station there.

Bill Sears, new announcer over WHBL, Sheboygan, Wis., is airing the "Monitor Views the News," a new daily digest of news at 11:30 a.m.

Stroke by stroke description of the Missouri Valley A.A.U. Swimming Tournament held in St. Joseph, Mo., with more than 50 contestants from several states taking part, was aired by KFEQ, St. Joseph through its remote facilities direct from the scene, the beautiful Country Club outdoor swimming pool. Prentiss Mooney, news commentator for the St. Joseph News-Press regularly heard over KFEQ, was the announcer. The broadcasts were of wide interest in the KFEQ territory.

Arthur Godfrey will be given a birthday party by his 85 sponsors under auspices of the Advertising Club of Washington, D. C., on Aug. 31.

Carl Warren will team up with Jerry Danzig on tonight's WOR "Let's Visit," subbing for Dave Driscoll, who is on vacation.

For the past several weeks, KFRO, Longview, Tex., has presented a weekly quarter hour describing the life and music of America's modern composers, and the composers of our modern music. In the past, the life and music of Irving Berlin, George Gershwin, Victor Herbert, and several others of the great modern composers has been presented. Although no definite response from the listening audience is detected, it is believed that this feature is interesting to the audience, as it gives intimate glimpses into the lives of the composers of today's music.

ST. LOUIS

Brad Simpson, radio writer and producer, has joined the Wesley K. Nash advertising agency to develop a radio advertising department.

Gail Reese, vocalist who has been with Hal King's orchestra, is now on the WIL staff.

★ F. C. C. ★
ACTIVITIES

APPLICATIONS RECEIVED
WKBW, Buffalo. CP to make changes in equipment and increase power to 10 KW. of the present transmitter of WGR, to be used as main transmitter of WKBW.

WGR, Buffalo. CP to make changes in WKBW transmitter and use as WGR's main transmitter.

WBLY, Lima, O. Vol. assignment of license to the Fort Industry Company.

APPLICATION RETURNED
WGES, Chicago. Vol. assignment of license and CP to WSBC, Inc. Returned at request of applicant.

KANSAS CITY

Harry Kaufmann, WDAF program director, is back from a Chicago vacation. Fred Weingarth, announcer, also has returned from a rest, while H. Dean Fitzner, general manager, is away on business, and Dan Paul, announcer, is vacationing in Chicago, with D. W. Newcomer pinch-hitting for him.

P. Hans Flath, KMBC musical director, vacationing in Colorado, while Erle Smith, newscaster, left this week for the east.

WDAF is airing the Kay White disks for White King Soap.

Larry Sherwood, new KCKN station manager, and Jimmie Johnson of the sales department made a week-end business trip to St. Louis.

Allen Quinn of the Journal-Post is starting a Friday series over KCMO devoted to hunting and fishing tips and information for sportsmen.

Patt Dunn and his K.C. University orchestra are back from abroad and again airing for a sponsor over WDAF.

Betty Joe LeVec, who airs Hollywood chatter over KCMO, is gathering material on the coast while vacationing. Betty Ann Painter is subbing for her here.

Gertrude Martin has resumed her daily "Social Calendar" at KXBY after a two-month vacation.

Jack Starr, KMBC sportscaster, is handling news broadcasts during Erle Smith's vacation.

KCKN's "Noon Hour Clock", broadcast daily for Falconer Furniture Co., recently went on the air for the 900th consecutive time.

Signed for Chevy Disks

Columbia Artists Inc. has signed Patti Chapin and Ruth Carhart for appearances on the Chevrolet disk series. Miss Chapin will record on Aug. 30 and Miss Carhart on Sept. 13. Henry Cox set both bookings.

1	9	3	7			
SUN	MON	TUE	WED	THU	FRI	SAT
2	4	5	6	8	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30		

Greetings from Radio Daily

August 25

Zinn Arthur Bob Crosby
Celia Branz Ken Christie
Edward Davies Norman Kaphan



RADIO DAILY

Serving the Better Interests of Commercial Radio and Television



VOL. 2, NO. 40

NEW YORK, N. Y., THURSDAY, AUGUST 26, 1937

FIVE CENTS

Committee on AFM Seeks Harmony

P&G SCHEDULE SHAKEUP TAKES PLACE SEPT. 13

September 13 will be shake-up day for the Procter & Gamble NBC schedule. On that date the new Gertrude Berg show goes into the 12:15-12:30 p.m. spot on the NBC-Red network now occupied by "Story of Mary Marlin", which shifts to 4:30 p.m. on the same web. The Blue network period remains unchanged. "Personal Column of the Air" signs out of the Red network 4:15 p.m.

(Continued on Page 2)

"Bootleg" Station Ring Is Destroyed by FCC

Pittsburgh — A chain of seven "bootleg" radio stations, operating secretly on forbidden wave bands, has been broken up here by FCC agents after 10 days of sleuthing with a detector truck. M. W. Grinnell, chief radio inspector for Pennsylvania and New York, directed the activities against the unlicensed stations.

KSL Adds to Personnel As Busy Season Looms

Salt Lake City — In preparation for an indicated record season, KSL has built up its personnel with five additions to the production department. Lennox Murdoch, operations manager, has appointed Gene Halliday, music department head, to be night director of operations. Fred Taylor moves into continuity editing. Byron Ray takes on additional duties of auditioning commercial disk shows.

KDKA Asks 500 KW.

Pittsburgh — KDKA has applied to the FCC for power boost from 50,000 to 500,000 watts. Action is a result of the WLW controversy.

WHJB Uses Fireworks

Greensburg, Pa. — Roy H. Verett, a Pittsburgh radio oldtimer with many "firsts" to his credit, now manager of WHJB here, added another novelty to his list when he used a fireworks display witnessed by 25,000 to publicize his station. Ground pieces included a huge replica of a mike and the station's call letters.

Staff of Colonels

Ashland, Ky. — When anybody calls for "The Colonel" at WCML, it may mean anyone from headman John T. Norris to Jack Bell, E. D. Herider, James F. Kyler or Paul Ruhle.

For every man on the WCML staff is a duly appointed Kentucky Colonel, having been thus honored as a result of good deeds performed.

MANTLE LAMP PREPARING EXTENSIVE SPOT LINEUP

Mantle Lamp Co. of America, Chicago (Aladdin lamps), is preparing an extensive fall spot schedule for this country and Canada. Domestic schedule begins Sept. 27. Canadian series a week later. Programs are five-minute and quarter-hour stints. Stations already set include CKY,

(Continued on Page 2)

KVOX, Moorhead, Minn., Makes Air Debut in Oct.

Moorhead, Minn. — A new station, KVOX, "The Voice of the Valley," operated by KVOX Broadcasting Co., makes its air debut in October. Located in the Comstock Hotel, station

(Continued on page 3)

Vapex Spot Campaign

E. Fougere Co. (Vapex) is planning an extensive spot radio campaign for this cold remedy. Sponsor has bought the WOR-Let's Play Games quarter-hour show for an Oct. 8 debut at 8:45 p.m. Jane Marks is the originator of the show. Small & Seiffer Inc. is the agency.

Injunction Is Sought to Stop Sneaking of Louis-Farr Fight

Fanchon-Marco Places First Radio Program

Hearn's department store yesterday signed a 52-week contract with Fanchon & Marco for a dramatized news show entitled "20 Years Ago and Today." Program will make its

(Continued on page 3)

Will Keep Entire Industry Informed About Progress in Musicians' Union Situation—Better Cooperation Seen

"CRACKPOT" RADIO BILLS LOOM AT ALBANY SESSION

Albany — Among "crackpot" radio bills scheduled for introduction at the next legislative session in January is a resolution asking Congress to place a tax of \$5 a year on every private or public radio set owner, and \$10 on restaurants, grills and other public places.

A measure calling for a mode of ethics in radio advertising also is among "crackpot" bills to be presented at the Constitutional Convention in 1938, Radio Daily learns,

(Continued on page 3)

McGrady Joining RCA In Labor Relations Post

Washington Bureau, RADIO DAILY
Washington — Despite denials here, Edward F. McGrady, assistant secretary of labor, is understood to have accepted a labor relations post with RCA starting Sept. 1.

"Lone Ranger" Renewal

Gordon Baking Co., Detroit, effective Sept. 27, will renew the "Lone Ranger" serial script show on 13 MBS stations, Mondays, Wednesdays and Fridays, 7:30-8 p.m. with first repeat at 8:30, second repeat at 11:30. Brooke, Smith & French Inc., Detroit, has the account.

Advisory Committee of the Independent Network Radio Affiliates (tentative title) headed by Bill Hedges is laying its cards on the table and plans to keep the entire industry informed of all activity in regard to the AFM situation, as well as seek the cooperation of all broadcasters including the networks and non-affiliated stations, it was stated yesterday.

An official letter will go out today to James W. Baldwin, managing director of the NAB, also to E. A.

(Continued on Page 3)

CIO UNION IS UPHELD IN WHN CONTROVERSY

By GEORGE W. MEHRTEHS
RADIO DAILY Staff Correspondent
Washington — Following weeks of discussion, the American Communications Ass'n (formerly ARTA), CIO affiliate, has been certified by the National Labor Relations Board as the exclusive bargaining agency for engineers at WHN, New York. The

(Continued on Page 6)

Dance Music Declines, Drama Hours Increase

Dance music played over the NBC networks last month declined from 33.6 per cent to 29.6 per cent of the program time, says the statistical department. Drama jumped to a total of 213 hours for the month, mostly due to the Shakespeare series. International programs also took a hike. Seventy-seven programs were picked up from 16 countries and one from a ship at sea.

Corrals Theaters

Gadsden, Ala. — WJBY has brought all four local theaters into the fold as radio advertising accounts. Broadcasts range from spot announcements to hour remotes. The Gadsden station believes in collecting do-re-mi for its time instead of trading out advertising, and the theaters feel likewise, so all are pleased with the setup.

(Continued on page 3)



Vol. 2, No. 40 Thurs., Aug. 26, 1937 Price 5 Cts.

JOHN W. ALICOATE : : : Publisher

DON CARLE GILLETTE : : : Editor

MARVIN KIRSCH : : : Business Manager

Published daily except Saturdays, Sundays and Holidays at 1501 Broadway, New York, N. Y., by Radio Daily Corp. J. W. Alicoate, President and Publisher; Donald M. Merser, Treasurer and General Manager; Chester B. Bahn, Vice-President; Charles A. Alicoate, Secretary; M. H. Shapiro, Associate Editor. Terms (Post free) United States outside of Greater New York, one year, \$5; foreign, year, \$10. Subscriber should remit with order. Address all communications to RADIO DAILY, 1501 Broadway, New York, N. Y. Phone Wisconsin 7-6336, 7-6337, 7-6338. Cable address: Filmday, New York. Hollywood, Calif.—Ralph Wilk, 6425 Hollywood Blvd., Phone Granite 6607.

Entered as second class matter April 5, 1937, at the postoffice at New York, N. Y., under the act of March 3, 1879.

FINANCIAL

(Wednesday, Aug. 25)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Am. Tel. & Tel.	169 1/4	168 3/4	168 3/4	+ 1/4
Crosley Radio	19 1/8	19 1/8	19 1/8	+ 1/8
Gen. Electric	56	55 1/8	55 1/8	- 3/8
North American	26	25	25	
No. American, pfd.	53 7/8	53 7/8	53 7/8	+ 1 3/4
RCA Common	11 3/4	11 1/4	11 1/4	
RCA First Pfd.	75 1/4	74	74 1/2	+ 1 1/2
Stewart Warner	18	17 3/4	17 3/4	
Zenith Radio	43 3/8	42 1/2	42 5/8	- 1/4

NEW YORK CURB EXCHANGE

	Bid	Asked
Majestic	3 1/4	3 1/8
OVER THE COUNTER		
Stromberg Carlson	13 1/4	14 3/4

Blair Handling WROL

Knoxville—WROL, NBC affiliate, of which S. E. Adcock is president, has appointed John Blair & Co. as its national representative.

Sherwood Durkin at KIUN

Pecos, Tex.—Sherwood Durkin, formerly chief announcer at WALR, Zanesville, O., recently became program director and chief announcer at KIUN here. Another addition to the growing KIUN organization is Sid Parks, formerly of KICA, Clovis, as chief engineer. Dick Jay, announcer, formerly of KFJZ, Fort Worth, and C. A. Roark, engineer, are other members of the staff.

Burgess Meredith in His Play

Burgess Meredith, Broadway stage star, and his wife, Margaret Perry, will appear on Rudy Vallee's program next Thursday at 8 p.m. on NBC-Red in "The Adventure of Oliver Bean", by Meredith. Jim Tully and Tommy Riggs also will be on the program.

DON KERR

Master of Ceremonies

WMCA

Fox-Fabian Amateur Hour

General Mills Sports Parade

Fox-Fabian Professional Parade

Lowell Thomas to Emcee Fisher Awards Program

Lowell Thomas, NBC commentator, will be heard over CBS at 8:30-9 p.m. next Tuesday as emcee on the special program in which four \$5,000 university scholarships will be awarded in the annual international craftsmanship competition conducted by the Fisher Body Division of General Motors. Program emanates from Detroit.

Disking WBAP Show

Ft. Worth—L. E. Jackobsen of J. Walter Thompson Co. has brought a group of Chicago radio artists here to make 42 disks of "Your Home Town", written by Mrs. Della West Decker, who authors "Helen's Home", sustaining on WBAP. The recordings are being made at the Burrus Mills Studios. In the cast are Parker Willson, former announcer for WBAP, and Ora Martin, both from network shows.

While in Fort Worth, Jackobsen also will do some work on the Light Crust Doughboy program, also a J. Walter Thompson account, and on "Friendly Corners", produced in Dallas.

Esau Managing KASA

Elk City, Okla.—John Esau, formerly of KTUL, Tulsa, and other stations, is the new general manager of KASA here.

George M. Patterson is now chief engineer of the station, which recently underwent complete remodeling and redecorating. KASA is affiliated with the Oklahoma Network and Mutual.

Zenith's Show Titled

Chicago—"The Zenith Foundation" is the title of the Zenith Radio show starting Sept. 5 on NBC-Blue. Program will deal with a subject which almost everyone has experienced personally yet which still baffles the scientists. A number of leading scientists are advising on the series, in which listeners will take roles.

Labor Leaders Scheduled

William Green, John L. Lewis and Frank Morrison will be heard over the NBC networks on Labor Day. Lewis will be heard on the Blue web 2:30-3 p.m. Morrison will be heard on the same network at 3:30-4 p.m. Green completes the schedule with a 4:15-4:45 p.m. niche on the Blue.

KGGF to Celebrate Hookup

Coffeyville, Kas.—To mark its affiliation with the Mutual network on Sept. 1, KGGF is preparing a suitable celebration.

KGGF is a 1,000-watt on 1010 kc., owned by Powell & Platz, publishers of The Coffeyville Journal.

Howard Chamberlain at KLZ

Denver—Howard R. Chamberlain, formerly at WLS and KMA, has joined KLZ here as production man and announcer. At WLS he was on the National Barn Dance and other programs.

P & G Schedule Shakeup Takes Place Sept. 13

(Continued from Page 1)

spot on Sept. 10 and on Sept. 13 the "Guiding Light" show moves into the spot. A new serial, "The Road of Life", goes into the present "Guiding Light" time, 4:45-5 p.m. on the Red network.

Du Maurier Closes Disk Deals

Northey Du Maurier, who sailed yesterday on the Queen Mary for England, has closed deals covering his entire Australian productions in Honolulu, Canada and the U. S. The American negotiations were with Michelson & Sternberg Inc. The Du Maurier disks, which include historical, comedy and other material, have played throughout Australia and New Zealand. Latest feature, "Cavalcade of Kings", is a dramatized story in 52 episodes.

Bowey's Acct. to Stack-Goble

Bowey's Inc. (Dari-Rich) has placed its account with Stack-Goble Advertising Co. effective Oct. 1. Company at present sponsors "While the City Sleeps," dramatic show, over NBC-Red network of eight stations.

Roy Sorenson, formerly vice-president and manager of the Chicago office of the Russell C. Comer Advertising Agency, has joined Stack-Goble and will handle the account.

Austin Gets Barney Account

Alvin Austin Co., advertising agency, is now handling the account of Barney's (men's clothing), generally conceded to be the largest local radio account in the country. Emil Mogul, who has handled the account since its beginning, is now connected with Austin as executive secretary.

Contracts already have been signed with WMCA and WNEW for the new series starting late September, and other stations are under negotiations.

2 Join Nussbaum Agency

Bertram Nussbaum, formerly in charge of advertising production for Radio Craft, has become production manager of Reiss Advertising. Robert A. Burns has also joined the copy staff of the agency. He was formerly with the Joseph Advertising Co., Albany. Agency has an expansion program under way which accounts for the addition of more space and personnel to its RKO Bldg. offices.

Jerry Levinson Changing Name

Jerry Levinson, one of the more successful younger song writers, makes legal application this week to change his name to Jerry Livingston as a preliminary to organizing his own orchestra for work with CBS or NBC. Levinson is already celebrated in Tin Pan Alley as the writer of such hits as "Darkness on the Delta," "Under a Blanket of Blue," "Talk of the Town," "Invitation to a Dance" and the current hit, "The Shag."

COMING and GOING

GEORGE PIANTADOSI, professional manager of Words & Music, returns Monday from his vacation.

BOBBY BREEN is en route to New York from the coast. On Saturday in Chicago he will meet with MARION CLAIRE, who is home from Hollywood, having appeared with Breen in his picture.

FRANKLYN MaccORMACK, reader on the CBS "Poetic Melodies" series, and announcer ROGER KRUPP are heading from Chicago to New York to make screen tests.

NORTHEY DU MAURIER sailed yesterday on the Queen Mary for England.

LUCILLE FLETCHER of the CBS press department leaves for Labrador Aug. 30 for two weeks.

SARA JANE THOMPSON, secretary to Glen Gray, flies to Cleveland tomorrow.

MACK GOLDMAN, professional manager for Harms, flew to Cleveland yesterday on business and will remain ten days, going on to Chicago.

MARGARET SPEAKS returns from her three-week vacation spent in upstate New York in time to make Monday's "Voice of Firestone" show.

HARRY LEEDY of the Rockwell-O'Keefe office flew to Minneapolis yesterday and returns after completing business there.

F. W. BORTON of WQAM, Miami, leaves New York today after spending some time here. EDGAR L. BILL of WMBD, Peoria, Ill., left town yesterday.

IRVING REIS, director of the Columbia Workshop, sailed yesterday for England.

DAVIDSON TAYLOR, in charge of serious music at CBS, sails on the Europa today and will remain in Europe until October. He will make a study of radio in London, Paris and Berlin for CBS.

BERNARD HERMAN, CBS composer and musical director, sails Sept. 1 aboard the Normandie and will spend 5 weeks touring the continent.

LEO FITZPATRICK of WJR, Detroit, arrived in town yesterday, also JOHN G. PRATT of WGAR, Cleveland.

Mantle Lamp Preparing Extensive Spot Lineup

(Continued from Page 1)

Winnipeg; CKX, Brandon; CJCA, Edmonton; CJAT, Trail; WTIC, Hartford, and WCSH, Portland, Me. Presba, Fellers & Presba Inc., Chicago, is placing the account.

Old Gold One-Shot Cold

Old Gold's plans to use a network one-shot to announce winners in its recent contest have been shelved.

Party for Mike Kent

Detroit—Michael E. Kent, who resigned as commercial manager to WJBK to become general manager of the new WTOL in Toledo starting next week, was given a farewell party by James F. Hopkins, manager of WJBK, in the Book Cadillac Hotel. Kent was presented with a gold watch by the WJBK management and a complete set of saddle leather traveling bags from the staff.

WCOP—

Boston's fastest growing independent station.

Celebrating 2nd Birthday Today

COMMITTEE ON A.F.M. STRIVES FOR HARMONY

(Continued from Page 1)

Allen, president of the National Independent Broadcasters Inc., group of small watt stations, informing them of the INRA plans, laying the whole proposition relative to the AFM before them and stating what they expect to accomplish and what might eventually come about. Although Baldwin was present at the INRA meetings, the letter, as well as a complete statement from the newly formed committee, will be sent as a matter of record. Complete information is also being sent to the networks and independently owned stations not affiliated with chains. All NAB members are also being contacted by letter.

Committee is suggesting to the NAB that a special meeting of its membership be called for Sept. 11, two days after the committee of the INRA has met with the AFM and one day after a general meeting of the INRA.

Fabulous reports of a war chest have been made, but according to the committee an initial total assessment of \$12,000 will be asked for actual expenses until further notice. L. B. Wilson, WCKY, has been made chairman of the finance committee. Others on the same committee are Tom Gooch, Jack Howard, E. K. Cargill and Campbell Arnoux.

More conciliatory and cooperative relations between the networks as well as with unaffiliated outlets is developing, the INRA committee having conferred for mutual benefit with Herb Akerberg of CBS and Mark Woods of NBC.

Headquarters in this city for the INRA will be at Hearst Radio offices on West 57th Street, Emile Gough acting as secretary of the organization and being the only member of the committee with permanent offices in the city.

Duquesne Beer Sponsors Sports on 3 Pgh. Outlets

Pittsburgh—Duquesne Brewing Co. will sponsor a heavy schedule of sporting events this fall, including football and Ken Martin's band over WWSW, Chester Smith in football dope over WJAS, Jack Hollister in sports comment on KDKA, and fights from Hickey Park Bowl with Joe Tucker announcing over WWSW. The Duquesne account is handled by Walker & Downing.

JOHN B. HATCH ASSOCIATES

An agency serving a N. E. clientele. Specializing in radio broadcast advertising.

(Send for booklet)

581 Boylston Street, Boston, Mass.
Commonwealth 0466

NEW PROGRAMS—IDEAS

Three Specials on KFRO

One of the outstanding Sunday presentations of KFRO, the Voice of Longview, Tex., is the "Mac 'n' Henry" program. Mac 'n' Henry, the feature of the program, aired over WWL and WDSU in New Orleans, and KWKH in Shreveport, before their advent on KFRO. The program is a different type of religious offering which appeals to all classes. The antics of Mac 'n' Henry, mythical negro characters, hold the attention of the audience and the program is backed with the singing of the entire choir of the First Baptist Church of Marshall, Tex. This program has been heartily received by the large East Texas audience of KFRO.

A visit to many places of interest in Texas is another weekly feature of KFRO. The intention of the program is to better acquaint Texas people with their own great state, and some place of interest is visited each Sunday. The series will include the romantic Rio Grande Valley, the facts on the great agricultural area of

West Texas, erroneously called a "Dust Bowl", a visit to each of the larger cities of Texas, pointing out interesting facts in each, and of course the great East Texas oil fields, since KFRO is located in Longview, the business center of this greatest oil field in the world.

For lovers of truly great music, KFRO presents every Sunday afternoon a half hour in "The Concert Hall of the Air", program of the classics presented by means of transcriptions. However, with the use of numerous sound effects, the program attains the atmosphere of a real concert hall program. It has received many compliments from lovers of classical music.

"Yes or No" Quiz Program

A new question program is now running on WNEW, being heard each week day at 1:15 p.m. "Yes or No," as the program is titled, is a broadcast that permits of audience participation—without the audience going to the studio. Conceived by Martin Block, WNEW program director, the broadcast propounds 19 statements... contestants write yes or no for each statement... mailing their entries on a postal card... and adding a 20th statement.

Tickets to a motion picture theatre are awarded as prizes.

Fanchon-Marco Places First Radio Program

(Continued from Page 1)

debut over WOR next Monday, 8-8:30 p.m.

This is the first radio production to be sold by F. & M. since forming its own radio department under Sam Shayon some months ago. Robert L. Shayon, Sam's brother, is the author and producer of the Hearn show. He has been in radio for a number of years as a writer and producer.

An impressive list of radio talent, mostly from the "March of Time" cast, has been lined up for the new show. John Holbrook, Catharine Renwick, Agnes Moorhead, Adele Ronson, Jean Colbert, Ted diCorsia, Ted Jewett, Ed Jerome and Ted Delmar. F. & M. auditioned for an announcer yesterday.

KVOX, Moorhead, Minn., Makes Air Debut in Oct.

(Continued from Page 1)

has 250 watts day, 100 watts night, on 1310 kc. unlimited.

Manny Marget, formerly program director of KXBY, Kansas City, is general manager; Bob Schulz, formerly of WMIN, St. Paul, assistant manager and chief engineer. Western Electric transmitter and a 179-foot Blaw-Knox vertical radiator is part of the equipment.

"Crackpot" Radio Bills Loom at Albany Session

(Continued from Page 1)

despite the fact that radio is under federal jurisdiction. Proponents of the ethics bill argue that too many extravagant claims are made in radio advertising.

INJUNCTION IS SOUGHT AGAINST SNEAKING FIGHT

(Continued from Page 1)

a.m. today before Justice Ferdinand Pecora.

The Sporting Club (Mike Jacobs) sold Buick the radio rights to the fight for airing over the combined NBC-Red and Blue networks. Jacobs is attempting to stop any other simultaneous fight broadcasts by other stations not on the NBC networks. Jacobs in a letter addressed to all radio stations in this country and Canada warned the stations that any use of the property rights he holds in the radio rights to the fight will be cause for legal action. Stations may, however, broadcast re-enactments after the NBC airing is completed, the Jacobs letter concluded.

Other plaintiffs in the action are NBC, Joe Louis, Tommy Farr, and Arthur Kudner Inc., Buick's advertising agents.

Buick is paying \$35,000 for the fight broadcast. Edwin C. Hill and Clem McCarthy are receiving \$1,000 apiece for doing the ringside airing.

Disking Penna. Series

W. S. Walker and Bill Rose of Walker & Downing, Pittsburgh agency, are due in New York today to transcribe the fall series of Pennsylvania publicity programs at World Broadcasting.

Opening the Homes of America for You!

MAY ROBSON

"The Mother of America"

"THE DOORWAY TO HAPPINESS"

The newest weekly radio feature that will be the talk of the country!

HAVING for its purpose the placing of orphan children in the homes of the nation, by legal adoption. This outstanding copyrighted radio feature by Walter White, produced by Warner Bros. Broadcasting Corp. in Hollywood, and starring the Mother of America—MAY ROBSON—is loaded with pathos, laughter, joy and entertainment.

BACKED and supported by Federal and state agencies "THE DOORWAY TO HAPPINESS" is a guarantee to open the doors of the nation's homes to you and your product!

IT'S READY!

Contact NOW!

MR. ALBERT JOYCE
AT THE WALDORF

Warner Bros. KFWB Representative
Exclusive Sales Agent for

"THE DOORWAY TO HAPPINESS!"

ORCHESTRAS MUSIC

PAUL MARTIN and His Music, with the Three Cheers as vocalists, will be introduced to British radio listeners during the "Five Hours Back" program tomorrow at 2:30 p.m. over NBC-Blue. The program will originate in San Francisco and will be relayed to England via short-wave for rebroadcast by British Broadcasting Corp.

Extracts from the "lost violin concerto," composed by **Robert Schumann** in 1853 and scheduled to be played for the first time by the young violinist **Yehudi Menuhin** in the Leipzig Gewandhaus on Oct. 6, will be a feature of "The March of Time" broadcast, prepared by the editors of Time and the weekly picture magazine Life, and presented at 10:30 to-night over CBS.

Red Nichols and his orchestra hung up a new week-end attendance record for the season at the Lake Worth Casino Ballroom, Fort Worth, last week. Record was held by **Herman Waldman**. **Merle Carlson** and his West Coast orchestra followed Nichols into the Ballroom, both airing over WBAP.

Radio premiere of "Die Teresina," **Oscar Straus'** operetta of France in the days of Napoleon, will be given in a special program to be heard Sunday at 8-9 p.m. over the NBC-Blue network. The singing cast will be headed by **Charlotte Lansing**, soprano; **Fred Hufsmith**, tenor, and **George Rasely** of the Metropolitan Opera. The ensemble will be composed of **Carol Deis**, **Katherine Palmer** and others.

Benny Goodman is mentioned for the fall opening of the Arcadia International House, Philadelphia, next month. MCA booking the spot.

Herb Cook comes to **Tony Murray's**, Philadelphia, for the new season.

Jimmy Lunceford has been set for the charity ball at Atlantic City's Convention Hall on Sept. 2.

Eddie Bonnelly, currently at the Black Cat Cafe, Wilmington, Del., is improvising a new musical vogue on the electric guitar, his new dance style to be heard on WDEL and the Intercity net.

Meredith Willson will feature numbers from "Something to Sing About," **James Cagney's** current Grand National starring vehicle, on "Show Boat" tonight. Ditties are "Something to Sing About" and "Out of the Blue."

Glen Gray opens at the Nicollet Hotel, Minneapolis, for the week of Sept. 25, and goes to the New Yorker on Oct. 8.

MAIN STREET WITH OL' SCOOPS DAILY

● ● ● **Harry Ommerle**, CBS director for the Hal Kemp-Chesterfield show, who resigned to go with the William Morris office, will be succeeded by **Phil Cohan** with the Sept. airing... CBS auditions **Jerry Kruger** today. She has been signed by Master Records... **Lloyd Shaeffer** takes the baton out of **Hughie Barrett's** hands Monday on the Griffin show... **Barry McKinley** and **Tune Twisters** remain with the femme singer to be decided on today. ...It won't be **Joan Edwards** who auditioned with **Joseph Bonime's** ork yesterday for **McCann-Erickson**... **Horace Heidt** wired N. Y. to have **Lucille** and **Lanny** audition for him Sept. 6—for a sponsor... **Felix Mills**, west coast musical director, will conduct the AFMen on the "Sunday Silver Theater" starting Oct. 3 via CBS and starring **Rosalind Russell** for four shots.

● ● ● According to **James R. Curtis**, prexy of KFRO, Longview, Tex., his station has aired three different marriage ceremonies and two funerals from remotes located at the Baptist Church of that city. ...Programs are of the candid type as they are not arranged in advance and people as a rule do not know that programs are sustaining therefore has created much local interest... **Edgar Bergen** is throwing a party at his home in Beverly Hills Sunday to celebrate **Charlie McCarthy's** wooden anniversary... At **Harms Music's** preview of **Fred Waring's** "Varsity Show", a recording was played prior to the flash on the screen. The song was—**Shapiro, Bernstein's** "Miller's Daughter Marianne" waxed by **Horace Heidt's** crew—**Waring's** only and bitterest rival!

● ● ● The **Lanny Ross-Packard** show will use gueststars. **Amos** and **Andy** will be the first when **Ross** and **Butterworth** debut Sept. 7... **Harry Langdon**, the silent flicker comic, wrote an air script for **Al Jolson** which will be used on the show. If it clicks, **Langdon** will be assigned to continue along similar lines. His work, however, won't interfere with **Arthur Caesar's**... **Patricia Gilmore** goes into **Loew's State Theater** next week... **Josephine Novotny**, pencil-pusher in the CBS artists' bureau, rushed off to **Sussex, N. J.**, and became **Mrs. Edward Dowling**... **Frank Perkins**, **Fred Waring's** arranger, has been signatured by **Warners**... **Belle Baker** goes into **Manhattan Beach** with **Clyde Lucas**... Though negotiations are reported on for the services of **Jerry Cooper** to appear in the flicker "Hollywood Hotel", he won't. **Dick Powell** is in it... The slight bulge in the weekly pay envelopes over at **Robbins** has made everybody happy—and content to stay around a while... **Xavier Cugat** returns to the **Waldorf** soon... Funny the way **Arthur Boran** sends out letters to the press on a press agent's letterhead—signing the p.a.'s monicker. The fatal clue was that **Arthur's** salutation is "Mr." whereas the press agent is more familiar!... **Walter Douglas**, **Louis Bernstein** and **Sol Bornstein** were in a heated discussion on SPA at lunch yesterday—each one pointing to a new pitfall... **Leo Reisman** sent out 20,000 postcards from the Ile de France—announcing his return to the U. S. A.—and fall sponsor!

● ● ● **Bill Shepard**, announcer on WHN, is getting lots of religion these days, but he doesn't know what denomination it makes him... He has four religious programs to announce every Sunday, including two of "St. Anthony" (one for WHN and a repeat to the Colonial Network), then the Boverly Mission and finally a Baptist program... **Irving Brecher**, writer for the "Ziegfeld Follies", **Milton Berle**, **RKO** and **Mervyn Le Roy**, reader of "Judge" and "College Humor", and scissor-clipper, relates the story of the network star who is so conceited—that when he recently went to the hospital to obtain short-wave treatment for a sore throat—he applied to the FCC—demanding his own CALL LETTERS... The "Junior G-Men" recently received a contest entry blank from a nun in a Jersey convent stating that she hasn't missed a show in over a year!

★ F. C. C. ★ ACTIVITIES

EXAMINERS' RECOMMENDATIONS

WMMN, Fairmont, W. Va. CP for increase in power to 1 KW., 5 KW. LS. be granted. 890 kc., unlimited.

Key City Broadcasting Co., Kankakee, Ill. CP for new station. 1500 kc., 100 watts, unlimited, be denied.

WGL, Fort Wayne, Ind. CP for increase in power to 100 watts, 250 watts LS. be granted. 1370 kc., unlimited.

HEARINGS SCHEDULED

Oct. 28: West Texas Broadcasting Co., Wichita Falls, Tex. CP for new station. 1380 kc., 1 KW., unlimited.

Wichita Broadcasting Co., Wichita Falls, CP for new station. 620 kc., 250 watts, 1 KW. LS., unlimited.

Faith Broadcasting Co., Inc., Wichita Falls, CP for new station. 1380 kc., 1 KW., 5 KW. LS., unlimited.

KFPL, Dublin, Tex. Vol. assignment of license to C. C. Baxter. 1310 kc., 100 watts, 250 watts LS. unlimited.

Chase S. Osborn, Jr., Fresno, Cal. CP for new station. 1440 kc., 500 watts, unlimited.

Bend Bulletin, Bend, Ore. CP for new station. 1310 kc., 100 watts, 250 watts LS., unlimited.

Waterloo Times-Tribune Pub. Co., Waterloo, Ia. CP for new station. 1370 kc., 100 watts, daytime.

Nov. 4: Schuylkill Broadcasting Co., Pottsville, Pa. CP for new station. 580 kc., 250 watts, daytime.

Pottsville News and Radio Corp., Pottsville, Pa. CP for new station. 580 kc., 250 watts, daytime.

W. E. Whitmore, Hobbs, N. M. CP for new station. 1500 kc., 100 watts, daytime.

KROY, Sacramento, Cal. Mod. of CP. 1340 kc., 250 watts, 1 KW. LS., unlimited.

Wm. W. Ottaway, Port Huron, Mich. CP for new station. 1370 kc., 100 watts, daytime.

Nov. 18: KSD, St. Louis. Renewal of license and Mod. of license to 550 kc., 1 KW., 5 KW. LS., unlimited. Requests facilities of KFUP.

KFUO, Clayton, Mo. Ren. of license and CP for increase in power to 1 KW., 5 KW. LS., 500 kc., part time. Requests facilities of KSD.

KOOS, Marshfield, Ore. Vol. assignment of license to KOOS, Inc. 1200 kc., 250 watts, daytime.

T. E. Kirksey, Waco, Tex. CP for new station. 930 kc., 250 watts, 500 watts LS., unlimited.

APPLICATIONS RECEIVED

WJAR, Providence. License to cover CP for changes in equipment and increase in power.

KSO, Des Moines. CP to make changes in equipment, install directional antenna, increase power to 1 KW., 5 KW. LS.

OKLAHOMA CITY

Kay White has started a five-minute series of dramatizations over KOMA, sponsored by **White King Soap**. She tells of her thrilling experiences as a traveler.

Neal Barrett, KOMA manager, made a flying week-end trip to Dallas.

The Arkansayers, local hillbilly band heard over WKY, is playing a week at the Liberty Theatre in person.

Dan Bowers, formerly of the Don Lee network in California, has joined the KOMA staff.

Alan Scott on WFIL

Alan Scott, news commentator, formerly heard over WCAU, Philadelphia, has been signed by WFIL and will resume broadcasting Sept. 7, under sponsorship of **Adams Clothing Stores**, Monday through Friday, 7:30-7:45 p.m. Scott has been absent from the air for the past six months while doing special radio work in New York.

PROMOTION

For Aid of Time Buyers

New type of program schedule has been issued by KFEL, Denver, with week by week listings revealing complete availability information at a glance. The schedule, in new format, is put out as a service to advertisers and agencies and in its concise form is especially designed to simplify the time buyer's problem of finding desirable availability time and learning the relative position which available periods occupy in the KFEL program structure.

Manner of presentation program information was developed by John Blair & Co., station representatives, who incorporated some new ideas and the best features of several established methods.

"County Fair" Promotion

Star Radio Programs Inc. is re-leasing promotion work on its "County Fair" script. "County Fair" is the result of inquiries by stations for a program that carries the color and atmosphere of a real county fair with opportunities for hill-billy music and rural touches. Star will release the program in lots of thirteen scripts each. The promotion work on the new show is by W. C. Gartland and features a series of two humorous, rustic characters who describe the program in hill-billy jargon. A script will be a part of the first mailing.

Extend Dr. Pepper Contest

Due to big results in the Dr. Pepper Prize Contest recently started by Dr. Pepper Bottling Companies of Roanoke Lynchburg and Staunton, Va., the promotion is being duplicated in Richmond, Newport News, Petersburg and Charlottesville, Va. Radio and newspapers are being used. Campaign is by Houck & Co., advertising, Roanoke. Norman Frankel is account executive.

Goodwill Booklet

With every new member admitted to the WOPI Breakfast Club, a copy of the station's booklet, "Eight Years On The Air", is sent along with the requested membership Breakfast Club card. Idea is to build greater goodwill with listener by giving him a more complete picture of the station, which is interestingly presented through illustration and story in the booklet.

A NEW STAR on the musical horizon . . . **MICKEY ALPERT** and his Riviera Orchestra

Appearing Nightly at
BEN MARDEN'S

RIVIERA

Just Across the Geo. Washington Bridge

NEW BUSINESS

San Francisco

KPO: Pro-Ker Laboratories, through General Adv'g Agency, L. A.; Procter & Gamble, through Blackett-Sample-Hummert, Chicago; Gas Appliance Society of Calif., through Jean Scott Frickelton, S. F.

KYA: Transcontinental & Western Air Inc.; Southern Pacific Co., through Lord & Thomas, S. F.

KSFO: Cambell Cereal Co., Minneapolis, through Emil Brisacher & Staff, S. F.; W. T. Grant Stores, through N. W. Ayer & Son, N. Y.; Gas Appliance Society.

KASA, Elk City, Okla.

Bell Oil & Gas Co., two 15-min. weekly transcriptions, "Stray Hollister in Vanishing Valley", through Watt-Payne agency.

Denver

KFEL: Rocky Mountain Beverages Inc. (Cleo-Cola), noon news broadcast, through R. Y. Reaves agency.

KOA: Simmons Bed & Mattress Co.; W. A. Scheaffer Pen Co.; Swift & Co.

Book of Radio Stars

Radio Stars of Today, or Behind the Scenes in Broadcasting, an 8x11 volume by Robert Eichberg with more than 275 illustrations from photographs, has just been published by L. C. Page & Co., Boston. The book contains forewords by President Lenox R. Lohr of NBC and President William S. Paley of CBS. Though not covering the field of radio entertainers in its entirety, the volume includes the leading stars, giving a brief biography of each, accompanied by formal and informal photographs, some information about their programs, etc.

The backstage of broadcasting, writeups on some of the leading stations of the country, hints on the choosing of a radio, and a sample radio script also are among the contents.

Speech Institute May Return

Chicago—Better Speech Institute of America plans to return to NBC this fall if a suitable 15-minute spot on Sunday afternoons is available. Dramatized playlets showing advantages of correct speech has been used other years.

"Let's Visit" Skips Week

Due to shift of WOR sustaining programs, "Let's Visit" will not be heard next week. It resumes Sept. 7 in a Tuesday 9:30-10 p.m. spot. Jerry Danzig and Dave Driscoll conduct the program.

SAN ANTONIO

Jesse Rogers, brother of the late Jimmie Rogers, has been booked into 14 Interstate Theater towns.

E. D. Hensley and His Possum Hunters are back on KMAC with a new musical show, sponsored.

The Frito Rhumba Kings, with Enrique Garcia, leader, are presenting a Sunday program on WOAI.

Everett Marshall flew here from the Fiesta in Fort Worth last week.



JACK PEARL, *the famous*
Baron Munchausen
of the Radio

PACKARD LEKTRO-SHAVER!

If your idea of a warm-weather picnic is to lather your face with hot water and scrape your sun-burned skin with a razor blade, this ad is not for you. It's addressed to men who want cooler, smoother, quicker shaves for these midsummer days.

The patented smooth round head and four-way shearing action of the Packard Lektro-Shaver will give them to you—now and forevermore. No soap, water, brush, lather or blades. No danger of cuts or nicks—no razor rash or ingrown hairs. It'll shave as close as you want—and you don't even have to take your jacket off.

Better stores everywhere carry Packard Lektro-Shaver. It is one of the many products manufactured by Dictograph Products Co., Inc. **\$15**

**DICTOGRAPH
PRODUCTS CO., INC.**

580 Fifth Avenue - - - New York, N. Y.
MANUFACTURERS OF PRECISION EQUIPMENT SINCE 1902



ARTHUR BRYAN signed by KHJ to script the coast-to-coast "Ecstasy." Bryan has had similar assignments for both NBC and CBS in New York.

Harry Simeone made his bow over CBS Pacific Coast net at 9:15-9:30 p.m. yesterday in "Styles by Simeone." The "styles," however, are not for milady of fashion but are Simeone's arrangements of music of the day. Formerly an arranger for CBS in New York, Simeone employs unique instrumentation to achieve ultra-modern effects and applies the word "surrealist" to his treatment of modern music.

NBC's Hal Bock flew to San Francisco and back over the weekend. No business, he insists, just a yen to fly.

Ted Turner, head of the Walter Biddick Co. radio programs division, drew detective lieutenant's badge No. 4585 in the L. A. Police auxiliary. Just under the wire as the stop order is at 5000.

James R. Fouch, President of Universal Microphone Co., Inglewood, and onetime operator of radio stations in Inglewood and Pomona, is planning to present everyone attending the Radio Oldtimers' Club barbecue next month with a miniature lapel microphone.

Earnshaw-Young, Inc., Earnshaw Radio Productions, report WFTC, Kingston, N. C., taking 90 transcriptions of "Detectives Black and Blue," and WHEC, Rochester, N. Y., a series of 13 "Radio Short Stories."

Arthur Bryan has left KFWB to devote his time to free-lance writing.

Frances Langford with Raymond Paige's orchestra, courtesy-waxing for Community Chest.

An epidemic of resignations is rampant among radio editors on local sheets. Carroll Nye, oracle of the Times, joins the Earle Ferris Radio Features Service office; Gene Inge, for years on the Hearst Herald-Express, will do a solo in the agency field, and Ken Frogley, who only recently switched from radio desk at the Illustrated Daily News to edit a proposed Sunday sheet for the same publishers which didn't jell, joined the parade on the same day to embark on other ventures.

KFVD has a new Saturday program, 4:45 p.m., on which ambitious amateurs will be given an opportunity to prove themselves. Paul DuMont is directing.

Bob Young, once an "Our Gang" star, starts a new series on KEHE in which he offers advice on "the best of the week" in films, songs and music. Set for Sunday evenings at 7:30.

KFWB is releasing Hollywood wrestling bouts from the Legion Stadium on Monday nights, Knox Manning, who handles Friday night

RADIO PERSONALITIES

No. 61 in the Series of Who's Who in the Industry

EARL J. GLADE, general manager of KSL, radio pioneer in Salt Lake City. Financed construction of KSL, and managed the station during the past 14 years. Under his alert direction, KSL has grown from 500 watts to 50,000 watts. For four years KSL was affiliated with NBC, but is now a member of the Columbia System.

Glade was head of the Department of Business Education at Young University for seven years, and occupied the chair of business education at the University of Utah for 14 years. He is known throughout western America as a brilliant public speaker.

He is the father of seven children, all but three of whom are university graduates and now in the professions—the others are on the way.

Glade is a Rotarian and prominent in the counsels of the Salt Lake Chamber of Commerce. He is the originator of the coast-to-coast broadcast of the Salt Lake Tabernacle Choir and Organ.



Educator builds 500-watter to 50,000 watts...

fight, officiates at the ringside mike, and Hal Chambers is announcer.

Hal Horton, who is responsible for several waker-upper programs now on the air, is all set with a new one on KFWB. This one is tagged "The Old Time Keeper," at 6:30 a.m.

Frank Ausmann, Inc., is waxing 52 fifteen-minute transcriptions of a dramatic script for Becker Advertising Agency, Long Beach, to go on KGER in the beach city for an unnamed account.

Haven McQuarrie, back on KFWB with his "Do You Want to Be An Actor" on Fridays at 8:30, by a peculiar coincidence started the new series exactly one year from the date of his debut with the original idea.

Dorian Johnston, juvenile radio player, did himself proud in the part of "Tommy" in the Hollywood Hotel version of "Dead End" last Friday.

Matthew Murray, "Ambassador of the Air," has taken on a new role as commentator on politics, literature, the theatre and news in general over KMPC twice weekly.

James C. Morton, ex-vaudevillian and now movie actor, became "Professor Sillycycle" on KMPC at 6 a.m. Wednesday.

Pat Bishop back on the job at KFI after vacationing at Catalina and Big Bear.

KFVD will air productions of Henry Santrey's Hollywood Little Theatre each Wednesday at 3 p.m., in a half-hour stanza called "Play Time." Santrey will act as emcee.

Harry von Zell, an Angeleno who made good, is vacationing in the old home town and was guest of George Jay on "Listen, Ladies" over KEHE yesterday.

Don Shaw and Martin Work have a new one, "Singing Soldier of Fortune," on KMPC. Work is writer and producer.

The stage of the Filmarte Theatre, point of origin of Ed Lowry's "Sing-time," is being enlarged by Fox-West Coast to provide facilities for larger casts and a little elbow-room for the maestro.

CIO Union Is Upheld In WHN Controversy

(Continued from Page 1)

A. F. of L. union, IATSE, also had claimed jurisdiction over the station's engineers. The AFL group claimed jurisdiction partly on grounds that it already controlled the station's musicians through A. F. of M.

WHN is owned by Loew's Inc., whose theaters employ stage hands and musicians belonging to AFL units.

Radio Course Via WNYC

Biology Alumni Association of Brooklyn College plans a course in radio technique and script writing to be conducted during the coming year at WNYC. Course is to begin in October and will feature lectures in the station's studios.

Arthur Dauman, the association's director of radio education, will be in charge of the course and will also supervise a series of scientific broadcasts over WNYC.

PITTSBURGH

Claude Haring will recreate, by wire report, football games over WWSW under Atlantic Refining sponsorship.

Walt Frammer, producer and commentator, recently back from Hollywood with his wife (Nan Grayson), is completing a series of skits based on their experiences.

Ben Muros, WCAE engineer, and Mildred Vaught will wed Sept. 21.

Gif Bixbee and Joe Sartory of WCAE staff, and Henry Kaiser, WWSW operator, start vacations this week.

Natural Gas Companies of Pittsburgh are sponsoring "Community Serenade," with Howard Baum's orchestra and Fred Lazier, vocalist, over WCAE.

Chic Martin's "Sing, Neighbor, Sing" resumes on KDKA next Monday, thrice weekly. Other talent in the show will include Shirley Sadler, Eloise Rowan, Harold and Ernie Garvin, Paul Fillmore and Eddie LaRue.



BASIL LOUGHRANE, radio executive at Lord & Thomas agency, will play himself during a dramatization titled "Carry On" on the NBC Jamboree next Saturday.

Bill Drips, director of agriculture for NBC, and Charlie Lyon, announcer, off to Iowa to broadcast the Josh Higgins day program from Finchford.

Fred Forrester, playing a leading part in "You Can't Take It With You," has joined Mutual's "Couple Next Door" serial. Last week Eva Condon of the same play was added to the radio cast.

Announcers Russ Russell and Eddie Case of WCFL grabbed themselves a lot of page one space on the newspapers for waking up tenants in a hotel when they saw fire billowing out of the windows as they were passing by at dawn.

Paul Whiteman's return to the Drake Hotel has been set for Nov. 4.

Riverview Park's new sponsored show on WGN will be called "Thrill of a Lifetime." Congo Sam Bartlett is producing it and Bill Bouchee, Patricia Dunlap, Ed Prentiss and Ken Christy will play the leading parts.

OMAHA

Harry Brader, who has been conducting the Omaha Symphony Orchestra this summer in its broadcasts over KOIL, returns to Minneapolis late in September to start work on the fall season with the Minneapolis Symphony orchestra.

Maurice and Lucille Valentine—she was known in Omaha radio circles as Lou Williams—are in Omaha for a short visit before returning east, where they have been in dramatic stock.

Chez Paree, East Omaha night club, now is featuring Lou Blake's band with Allen Rogers as master of ceremonies and Ruth Brent as soloist.

The Chermot, Omaha dancing spot, reopens Aug. 28 with Lawrence Welk's band. Don Col Bournes' band has moved into Krug Park, Omaha.

Albert R. "Andy" Anderson, salesman for KMMJ at Clay Center, Neb., is in a hospital at Hastings with a compound fracture of the left elbow and chest injuries suffered when his auto and a truck collided on the highway eight miles northwest of Clay Center.

Craven Sworn In

Washington Bureau, RADIO DAILY
Washington—Commissioner T. A. M. Craven, new FCC appointee, was sworn in yesterday. He immediately took up his new duties.

Helen Morgan in Hospital

Chicago—Helen Morgan, playing at Oriental Theater with Lou Holtz, was taken acutely ill Tuesday and removed to Michel Reese Hospital.

☆ Programs That Have Made History

No. 25—WTMJ's "Playground Tour."

COUNTLESS radio stations throughout the country have a "Man on the Street" program but WTMJ, The Milwaukee Journal station, puts in a claim as being the first to institute a "Kids Off the Street" promotion.

Not entirely satisfied that blood-and-thunder, cops-and-robbers types of script shows are the best children's radio entertainment, WTMJ scouted around for a kids' show that would interest youthful listeners and at the same time accomplish a definite purpose. Thus was the "Playground Tour" idea developed.

Taking a leaf from several stations now using the "Vox Pop, Junior" idea to good effect, WTMJ's program department borrowed the idea and invested it with a new angle. The Milwaukee show is a relay broadcast set-up, with portable short-wave equipment being placed each day at a different location.

Instead of parking the portable transmitter cars on the streets, however, WTMJ stages the new daily feature at the city's playgrounds. The series is conceived and dedicated as a civic safety promotion, designed primarily to promote children's summer play at city-supervised playgrounds. The slogan adopted for the program is: "Youngsters Off the Streets."

Larry Teich, in complete charge of "Playground Tour," is the Captain Larry of "Our Club," a youth organization maintained by the newspaper and having an active year-to-year membership of 300,000 kids.

Teich works the program as the man at the microphone, shooting questions at the kids. The queries concern their games, what they remember from last semester in school, rules of safety, and general things of interest to youngsters, such as "Who do you think is the greatest athlete

in the world today," or "Who's your favorite story-book character?" He arrives at the playgrounds long before the broadcast is scheduled to begin and spends some time getting acquainted with the kids he is to interview. In most cases he is no stranger, because scarcely a child in Milwaukee doesn't know Captain Larry, director of "Our Club." After the show he stays with the kids and watches their games.

Municipal recreation directors worked in close co-operation with the station in planning the series. A schedule of the tour was carefully worked out so that visits are made in widely different sections of town each day. Playground supervisors and officials were given instructions to assist in arranging the programs and in helping to handle the children during the broadcasts. The Milwaukee police department offered to co-operate by sending officers to take part in some of the programs.

The program clicked from the start. Although primarily a children's show, its entertainment values seem to be universal. Adult reactions to it are generally of a more approving nature than accorded the usual children's program. School board members, skeptical at first, came out solidly for the stunt after hearing it a few times. WTMJ has deliberately minimized its own promotional possibilities on the broadcast, carefully avoiding any chance for the "commercialism" hue and cry.

WTMJ, however, is not side-stepping the sponsorship potentials of this type of program. After the present playground series definitely has proved the entertainment value of the show, it is planned to move it to vacant lots and parks with the prospect of sale to an advertiser wanting a more potent, more appealing type of children's program.

Tydol Football Results Over Yankee Network

Tydol will adhere to its present policy of presenting baseball results instead of actual play-by-play accounts when the same schedule of 13 stations will carry summaries of football games this fall. Stations cover eastern and New England States, with the Yankee network carrying the brunt of the business.

Old Gold now presents Harry Heilman every Tuesday, Thursday and Sunday at 6:15-6:30 p.m. and Mondays, 7-7:15 p.m. over WXYZ, WELL, WIBM, WKZO, WFDF, WOOD-WASH, WBCM and WJIM. Programs feature baseball summaries, but football results will probably be aired during the fall and winter over the network.

Lennen & Mitchell has the accounts.

Bentley in "Betty and Bob"

Chicago — Spencer Bentley, New York actor and announcer, has taken the role vacated by Les Tremayne in "Betty and Bob", CBS-General Mills serial. Betty Reller continues as Betty.

Maxwell's "Good Neighbors"

Persons who are "good neighbors," as reported to him by fans throughout the country, will be described by Richard Maxwell, CBS tenor-philosopher, each Tuesday at 9:30-9:45 a.m. starting next week. Maxwell also is heard daily over CBS.

Football on WJBY

Gadsden, Ala.—University of Alabama and Alabama Polytechnic Institute football games will be aired by WJBY. No sponsor as yet.

... Radio's own daily newspaper modestly presents a series of 100 unsolicited testimonials as to what Radioland thinks of RADIO DAILY.

WASHINGTON TIMES

Washington, D. C.

"... I hope that RADIO DAILY continues to be the fastest growing radio publication."

Dorothy M. Moore

Radio Editor.

N. W. AYER & SON

Philadelphia, Pa.

"... Our congratulations to RADIO DAILY for giving first-hand news in radio—daily."

Lawrence Witte

WJNO

West Palm Beach, Florida

"... RADIO DAILY has certainly taken its place in the broadcasting industry publications and we look forward each day to receiving it as it keeps us in touch with just what is going on and I know of no other publication that will even approach giving us this information as we are more than 1,000 miles away from the center of activity."

George A. Hazlewood

General Manager

... RADIO DAILY is six months old. It is growing fast. It already has the confidence of a great progressive industry. Watch RADIO DAILY.

Coast-to-Coast

LARRY GENTILE, for the past two years conductor of WJBK's Night Owl program from 12 midnight to 6 every morning, left Detroit this week to return to his first love, CKLW, Windsor, where he will handle the same type of program on that station from 1-4 a.m. Ed MacKenzie, WJBK's remote announcer and engineer, will take over the Night Owl broadcast.

Jerry Fairbanks, WJBK announcer, and Elaine Beeson (Mrs. Fairbanks) of the WJR dramatic staff, leave for two weeks' sojourn in Ohio.

KSL, Salt Lake City: Sylvia Cannon back from Canada vacation . . . Peggy Epperson, woman baritone, home from a coast trip . . . W. E. Featherstone, account exec, made publicity chairman for 1938 Oakland Lions conclave . . . Mel Wright, C. Richard Evans, Ralph Hardy and Leonard Strong among vacationers.

Royden N. (Doc.) Rand, ballcaster for WOKO-WABY, will be honored by radio fans and sponsors at Radio Appreciation Night at Hawkins Stadium, Albany, next Tuesday.

Charles Crutchfield, program director and sports announcer at WBT, Charlotte, has made thorough arrangements not only for coverage of Saturday's Southeastern Open Golf series at Myers Park Country Club, but also has arranged a special wire to bring the Southeastern golf enthusiasts the broadcast of the National Open in Portland, Ore., which will be in progress simultaneously with Ted Husing at the mike for CBS.

David Byrn, formerly announcer, has developed into quite an entertainer on "The Farmers' Hour" over KARK, Little Rock, daily at 6-7 a.m. Impromptu baritone chatter, birthday greetings in song and reading of sob are among his entertainment talents that have brought listener response.

John McMahon, who does "Mac's Program" over KIDO, Boise, Ida., has been quite a mail getter, averaging around 40 pieces a day, many of which he reads over the air. Postmarks are from as far as Eastern Oregon. Mac is on the air for an

ONE MINUTE INTERVIEW

G. S. WASSER

"If from little acorns, oak trees grow, advertising agencies and networks alike (who complain about spot announcements) should bear in mind that many of the network programs today had their beginning via chain breaks or one-minute announcements. Today's spot campaign may be tomorrow's network program."

STATIONS OF AMERICA

Highlights in the Development of Outstanding U. S. Radio Stations:

No. 61 of a Series

WOPI—Bristol, Va.-Tenn.

1500 Kilocycles—100 Watts

W. A. WILSON, Vice-Pres. and Gen. Mgr.

HARRY S. HUDSON, Program Director

BOB SMITH, Chief Engineer

ESTABLISHED in 1929, WOPI, during its first few weeks of broadcasting, was on the air only a few hours each day. But the station's popularity grew so quickly that before long the station was operating at its present full schedule—7 a.m.—10:30 p.m. An independent survey conducted by the Department of Psychology of King's College revealed that 80 per cent of the Bristol homes were radio-equipped and that 90 per cent of the people tuned in WOPI, whose coverage area takes in over 600,000 people.

Interesting and diversified programs are presented by the station, which employs a permanent staff of live talent. In addition to rebroadcasting WLW and WSM outstanding shows, the services of World Broadcasting and Transradio are utilized.

Offices and studios are on the main street, which is located in the middle of two states—Tennessee and Virginia. The studios, air conditioned, are designed to fit every broadcasting need. On the ground floor of the building is the Radiatorium, which seats over 350 people. At some of the special broadcasts there is a small admission charge.

Station recently celebrated its eighth anniversary in which prominent National and State government officials and educational authorities spoke, and popular radio artists in the territory made guest appearances.

hour six days a week. His style is lackadaisical.

Sonia Essin, contralto, will give a series of song recitals during September over WQXR, beginning Sept. 3, at 6:30-6:45 p.m. Miss Essin has done concert, radio, opera and oratorio work in this country and abroad.

WELI, New Haven, will caption a new series of interviews, "The Man Behind the Job." Personalities brought to the mike will include probation officer, chief of police, chief of vital statistic department, etc.

With the coming of September, WELI closing hour reverts to 7 p.m., which results in the dropping of many features.

KLZ, Denver: "The Boners' Court" has caught on so well that it has been extended to 30 minutes; announcers are brought to trial on charges preferred by listeners. . . "Ladies Aide" is a new early morning program, answering questions and dispensing nonsense.

Tom Webster, leading British cartoonist, was the guest of Lowell Thomas on NBC-Blue last night.

William N. Robson will be guest director of the Columbia Workshop on Sunday while Irving Reis is abroad. Next offering on CBS will be a repeat of "The Half Pint Flask".

KFRO, Longview, Tex., is sponsoring a Dog Show at the Gregg County Fair in cooperation with the Fair Ass'n.

WJBY, Gadsden, Ala.: Allen Brown, who originated the "inquiring movie mike" at the Gadsden Theater, now offers prizes to persons who answer three questions right. . . Fox Lightfoot

BOSTON

Hugh V. Knox has joined the sales staff of WCOP. Knox comes to radio from the newspaper field. Was formerly with the Bangor and Portland, Me., papers.

Harriet Hilliard will appear with her husband, Ozzie Nelson, at the RKO Boston Theater for a week's engagement beginning Sept. 16.

WCOP has added six extra five-minute news periods daily, besides the regular 15-minute spots.

Edward Hall, WBZ news editor, is an official linesman at the National Tennis Doubles Championships at Longwood Cricket Club.

"Aunt Harriet," children's program sponsored by R. H. White, Boston department store, resumes Sept. 4 over WEEL.

and Edwin Mullinax announced an hour's broadcast from the Showboat "Annie M".

Judy Tom is replacing Elaine Wolf on "Women in the News" over WSPD, Toledo, while Elaine vacations.

WTAQ, Green Bay, will do three hours of broadcasting each day for the four days of the Winnebago County Fair at Oshkosh starting Aug. 31.

With a brilliant "last night" studio audience in attendance, CBS winds up its Shakespeare cycle Monday night from New York with Tallulah Bankhead, Helen Menken, Cedric Hardwicke, Orson Welles and Estelle Winwood, Robert Strauss, Burford Hampden, Ray Collins, Sidney Smith and Mark Smith appearing in "Twelfth Night".

Lee Kirby, WBT announcer, will air the Duke University football games for Atlantic Refining.

San Francisco

Edward "Slip" Madigan, coach of the Galloping Gaels of St. Mary's College, will begin a series of weekly football commentary via KFRC on Sept. 17 for Kauffman Clothing. Herb Allen will question Madigan about games and predictions.

KYA Items: Attila Laraia, violinist of S. F. Symphony orchestra, added to music staff, while Edith Brody is annexed by accounting department . . . Lee Vandervort, program dep't, left Saturday for two weeks in southern Calif. . . George Nyklicek, organist, birthdayered the other day . . . Ernie Smith, sportscaster, gets a Saturday night spot added to his thrice weekly commercial.

L. D. Cully and S. C. Hobart, NBC plant department, transferred to Hollywood as control supervisors. P. A. Sugg, studio engineer, takes over Hobart's job as control supervisor here. T. B. Palmer to act as control relief supervisor. Additions are J. E. Burrell, H. N. Jacobs, studio engineers; R. T. Parker and M. D. Case, stationed at the KGO transmitter in Oakland, and R. B. Barnes and M. S. Brewer, assigned to the KPO transmitter at Belmont.

Reiland Quinn, KYA producer, back at work from vacation.

PHILADELPHIA

Leslie Joy, KYW station manager, has been appointed by Governor George H. Earle to the Pennsylvania State Constitution Celebration Committee. Joy represents radio in the historical commemoration.

Charlie Stark, former WIP announcer now with WABC, is a papa. Newcomer christened Charlie Jr.

Albert A. Cormier, WIP vice-president and general manager, leaves Aug. 27 for a brief vacation to Pennsylvania mountain resorts, while assistant program director Marx Loeb takes his two weeks at Wildwood, N. J.

Benedict Gimbel Jr., WIP president, is back at his desk after a Maine vacation, and Carolyn Ann Cross is once again directing the Homemakers Club after an Atlantic City respite.

1	9	3	7			
SUN	MON	TUE	WED	THU	FRI	SAT
2	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30

Greetings from Radio Daily

August 26

George Francis Hicks
Winifred Wolfe
Larry Larsen



RADIO DAILY

Serving the Better Interests of Commercial Radio and Television



VOL. 2, NO. 41

NEW YORK, N. Y., FRIDAY, AUGUST 27, 1937

FIVE CENTS

AFM Strike Not to Include All

VIRGINIA BROADCASTERS COMPLETE ORGANIZATION

Richmond — Organization of the Virginia Association of Broadcasters was perfected at a meeting in the studios of WRTD here, following a talk by James W. Baldwin, managing director of the NAB.

With one exception, every station in the state was represented at the meeting, and the membership of the association is expected to be 100 per cent.

Officers elected were C. T. Lucy, WRVA, Richmond, president; Edward A. Allen, WLVA, Lynchburg, vice-president, and Earl Sowers, (Continued on Page 3)

KELO, Sioux Falls, S. D. Joining NBC on Sept. 5

KELO, Sioux Falls, S. D., joins the NBC network on Sept. 5 as a optional Red or Blue network outlet in the northwest territory. Station will only be sold to clients when KSOO in the same city is not on the air.

KELO is a new station owned by the Sioux Falls Broadcasting Ass'n, (Continued on Page 3)

25 Football Games Set By WHBQ in Memphis

Memphis—One of the most ambitious football schedules yet attempted by a southern station has been lined up by WHBQ, it is announced by Manager E. A. Alburty. Already 25 games have been definitely booked for broadcasting, including all of the home games of Memphis' own South- (Continued on Page 3)

KTSM Celebrates 8th

El Paso, Tex.—KTSM is celebrating its eighth anniversary. Station is managed by Karl O. Wyler.

Whole Clan on Radio

St. Paul—Arthur Peterson and wife, who work in dramatics on KSTP, have a son, Arthur J., and daughter-in-law, Norma Ransom, working in Chicago programs. Norma's brother, Glenn, also is a radio actor. A daughter of the elder Peterson, Margaret Peterson Imm, and her husband, Arthur, work at a Madison station.

Fined and Wined

Chicago—Slips at the mike, no matter how slight, during presentation of NBC's "Dan Harding's Wife," cost the offender 25 cents.

The other day Production Director Clinton Stanley took a look at the kitty and found it had grown to sufficient size to pay for a party.

'WE, THE PEOPLE' ON CBS PLUGGING SANKA COFFEE

Young & Rubicam agency has completed arrangement for Phillips Lord's "We, the People" to return to the air Oct. 7, switching to a CBS network of 49 stations, to be heard Thursdays at 7:30-8 p.m., for Sanka Coffee. Sanka has been heard for the past two years over an NBC network with a dramatic series starring Helen Hayes.

77 Stations Will Carry Nat'l Biscuit Golf Shot

National Biscuit Co. (Ritz Crackers) has set a coast-to-coast network of 77 stations on CBS for its hour and a half broadcast Saturday afternoon of the finals of the National Amateur Golf tournament, emanating from Portland, Ore. Ted Husing will be at the mike. McCann-Erickson agency handles the account.

Florida Citrus on CBS

Florida Citrus Commission, Lakeland, Fla., through Ruthrauff & Ryan, has signed Emily Post for a new series of daytime CBS programs to begin Oct. 12 and each Tuesday and Thursday thereafter. Clayton W. Cousens set the deal for Emily Post.

14 New Links, 10 Power Boosts Reflect CBS Expansion in 1937

Ford "Universal Rhythm" Going Off Air Sept. 5

Ford Motor yesterday confirmed that its "Universal Rhythm" will fade from the air Sept. 5. Series is heard over a CBS network Sundays at 9 p.m. in the spot that will be taken over by the "Ford Sunday Evening (Continued on Page 3)

Only Stations on "Unfair List" Are Likely to be Affected if Musicians' Union Calls Walkout

CBS ENGINEERS PERFECT CONCEALED MIKE SYSTEM

West Coast Bureau, RADIO DAILY
Los Angeles—Since the early days of radio, attempts have been made to broadcast operas and stage plays, with but partial success. Most producers of such projects have been unwilling to sacrifice any freedom of the artists for the sake of the broadcast.

Due to many inherent limitations of earlier broadcast equipment, especially microphones, such early attempts usually failed to hold the interest of the listener.

A revival of interest in stage broadcasts is being shown in the weekly (Continued on Page 7)

Court Wants to Know How Transradio Will Air Fight

Supreme Court Justice Ferdinand Pecora reserved decision in the injunction proceedings brought by NBC et al against Transradio and gave the defendants until 4 p.m. this afternoon to inform the court just (Continued on Page 3)

Jolson Back Sept. 7

Al Jolson, with Parkyakarkus (Harry Einstein), Martha Raye and Victor Young's orchestra, resumes Sept. 7 at 8:30-9 p.m. over CBS for Lifebuoy-Rinso. Program will be augmented by guest stars or dramatic skits.

That an AFM strike may be called and subsequently affect those stations only which have not signed an agreement with the Federation's nearest local union was indicated yesterday in the letter sent out by Independent Radio Network Affiliates, pointing out that, inasmuch as the transcription companies have tentatively agreed to the AFM's requirements, stations on the AFM "unfair list" will not be able to obtain transcription or record service.

In the meantime, Independent Radio Network Affiliates, through its Special Advisory Committee, yesterday followed through on its plans (Continued on Page 3)

TEXACO TAKING LAYOFF BEFORE MAKING SWITCH

Texaco will vacation from the air for 17 days following the broadcast of Sept. 12. Program returns as a Wednesday night feature Sept. 29, stepping into the spot to be vacated by Campbell Tomato. New series will be heard at 8:30-9 p.m. with a repeat for the coast at 11:30 p.m. Cast will include Eddie Cantor, Jim- (Continued on Page 3)

Pillsbury Considering Additional Programs

Chicago—Pillsbury has auditioned several items with a view of doing something additional on the air. "Today's Children," sponsored by the same firm, is contracted for through next June 15.

Adopt Anthem

Boston—Following the recent request of the American Legion that radio stations sign off their day's broadcasting by playing the national anthem, WCOP here is doing so.

General Manager Gerard H. Slattery even has gone the request one better by also using the anthem to open the daily schedule.



Vol. 2, No. 41 Fri., Aug. 27, 1937 Price 5 Cts.

JOHN W. ALICOATE : : : Publisher

DON CARLE GILLETTE : : : Editor
MARVIN KIRSCH : : : Business Manager

Published daily except Saturdays, Sundays and Holidays at 1501 Broadway, New York, N. Y., by Radio Daily Corp. J. W. Alicoate, President and Publisher; Donald M. Mersereau, Treasurer and General Manager; Chester B. Bahn, Vice-President; Charles A. Alicoate, Secretary; M. H. Shapiro, Associate Editor. Terms (Post free) United States outside of Greater New York, one year, \$5; foreign, year, \$10. Subscriber should remit with order. Address all communications to RADIO DAILY, 1501 Broadway, New York, N. Y. Phone Wisconsin 7-6336, 7-6337, 7-6338. Cable address: Filmday, New York. Hollywood, Calif.—Ralph Wilk, 6425 Hollywood Blvd. Phone Granite 6607.

Entered as second class matter April 5, 1937, at the postoffice at New York, N. Y., under the act of March 3, 1879.

FINANCIAL

(Thursday, Aug. 26)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg
Am. Tel. & Tel.	169	168	168	— 1/4
CBS A	27 7/8	27 7/8	27 7/8	— 3/4
CBS B	27 1/2	27	27	— 1/2
Gen. Electric	55	53 5/8	53 3/4	— 1 3/8
North American	25 3/4	24 1/8	24 1/8	— 7/8
No. American, Pfd.	54	54	54	+
RCA Common	11 5/8	10 3/4	11 1/2	+ 1/4
RCA First Pfd.	73 1/2	72	73 1/2	— 1
Stewart Warner	17 5/8	17 1/2	17 5/8	— 1/8
Zenith Radio	42 1/4	40 5/8	41 3/4	— 7/8

NEW YORK CURB EXCHANGE

Hazeltine Corp.	16 3/8	16 1/8	16 1/8	— 3/8
Majestic	3 1/8	3 1/8	3 1/8	—

OVER THE COUNTER

	Bid	Asked
Stromberg Carlson	13 1/4	14 3/4

P. & G. Disks in Canada

Procter & Gamble (White Naptha soap) on Monday will start a series of disks entitled "P. & G. Rangers" over 10 Canadian stations. Quarter-hour programs will be aired three times weekly. Stations are CFCN, Calgary; CJCA, Edmonton; CHNS, Halifax; CKCO, Ottawa; CKCK, Regina; CFQC, Saskatoon; CFRB, Toronto; CJOR, Vancouver; CJRC, Winnipeg, and CFCF, Montreal. Compton Advertising Inc. placed the account.

New Kass-Tohrner Setup

Arthur Kass and Sue Tohrner have dissolved their radio advertising service partnership and have announced that they will form a corporation to be known as Kass-Tohrner, Inc. Kass will act as president, William Isaac, vice-president, and Miss Tohrner, secretary. Firm is located in the RKO building.

MARTIN BLOCK'S "Make-Believe Ballroom"

A WNEW FEATURE
1250 Kc.

10 TO 11 A. M. 6 TO 7:30 P. M.

New Amplifier Called Revolutionary

Seattle—Andrew Jacobsen, student at University of Washington, has developed an "all angle" radio studio amplifier which may revolutionize broadcasting. The amplifier, created by a combination of additional tubes, checks volume after a certain point, and allows broadcaster to literally forget the mike. Speakers who turn their head away are still registering without fading, and excess volume is cut down so that transmitter is not overloaded.

Salvation Army Meet Put on Air by WCBS

Honors for broadcasting the first Salvation Army street meeting go to WCBS, Springfield, Ill., according to the Aug. 21 issue of The War Cry, official Salvation Army magazine. The issue is a "Special Radio Number," paying tribute to the "Army of the Airwaves." Program Director John J. Corrigan, Ruth Balch, Harold Dewing, C. J. Jeffery and "Spizz" Singer of WCBS come in for a writeup.

Sponsors Add Stations

The Texas Co. is adding WKBB, Dubuque, to its CBS program, making a total network of 89 stations. Liggett & Myers Tobacco Co., for its sports broadcasts, is adding KMBC, Kansas City, beginning Sept. 16.

Gene and Glenn Back on WTAM

Cleveland—WTAM's most popular all-time act, Gene and Glenn, return to the station's airwaves next month to ballyhoo the comedy team's appearance at the Great Lakes Exposition on Sept. 11-12.

Gone from WTAM for several years to appear on several midwest stations, including WCCO, Minneapolis, the famous song and patter team will make a bid for their former listeners beginning Sept. 1 in a series of radio shows. On Sept. 4 they will air a Gene and Glenn song shop marathon program over WTAM from 10 p.m. to 1 a.m.

They will ballyhoo an audience for their production of "Jake's Circus" at the Exposition's Radioland. The team will also barnstorm over northern Ohio to give radio shows in Erie, Akron, Canton, Youngstown, Toledo and Columbus.

Quiz from Department Store

Three times each week over WQAM, Miami, the Morris Brothers Department Store presents a 15-minute "How Smart Are You" program from the floor of their dining room. Three contestants, who are the guests of the house for luncheon, participate, and the questions are sent in by listeners. A merchandise credit for \$1 is awarded for each list used, and the two highest contestants are given a two-dollar merchandise credit slip.

Star Radio Signs Five

Star Radio Programs Inc. has added five new stations to its list of subscribers. WMIN and CFCT have signed for the "Scriptfolio," WJW for the "Star Commercials," CKOV for "The Morning Bulletin Board," and WORC for the new women's program, "Good Morning Neighbor."

Campbell Cereal Buys Show for Mutual Series

Campbell Cereal has bought the WGN-Rube Appleberry show for its Mutual series which begins Sept. 27. Program will be a quarter-hour stint Mondays, Wednesdays and Fridays at (tentative) 7:45 p.m. Mitchell-Faust Advertising Co., Chicago, has the account.

Al Williamson Quits NBC

Chicago—Al Williamson, director of NBC press department here for nine years, has resigned effective in fortnight to become assistant to publisher Davis Merwin of The Minneapolis Star. Williamson formerly was associated with Merwin in Bloomington (Ill.) Pantagraph and was reporter on Chicago American. The Star, owned by the Cowles clan of Des Moines and Merwin, has largest circulation in Northwest.

WQXR Programs Changing Time

Five WQXR sustaining programs change their time on the September schedule. They are:

Clifford Herzer and Jascha Zayde, piano recitals, switch to 6:30-6:45 p.m. Tuesdays and Thursdays "Music at Twilight," a musical variety, under direction of William Strauss, will be heard at 7-8 p.m. Tuesdays; Norman Corwin will present his "Poetic License" at 9:45-10 p.m. Wednesdays; "The Speakers' Forum of the Air" will be presented at 6:45-7 p.m. Mondays through Fridays, and Press Radio News will change to 6:25 to 6:30 p.m. daily.

Renew NBC "Hit Parade"

American Tobacco Co., effective Sept. 29, will renew the "Lucky Strike Hit Parade" program on 76 NBC-Red network stations Wednesdays, 10-10:45 p.m., for another 13 week run. Program features guest dance bands. Lord & Thomas has the account.

Disking Newspaper Shorts

West Coast Bureau, RADIO DAILY

Los Angeles—Earle Hampton is producing 26 short newspaper classics in a transcribed series called "Extra, Extra" for Sistex. Being handled by Radio Transcriptions of America, under supervision of Lindsay McHarrie.

Roy Winsauer Joins WCCO

Roy Winsauer, formerly with CBS in New York, has joined the production staff of WCCO, Minneapolis, under Hayle C. Cavanor. He is a Harvard alumnus and spent a year with Columbia.

COMING and GOING

JIMMY JEMAIL, WHN's inquiring reporter, is at Block Island for his vacation.

ROBERT TATLINGER has returned East after a week of super-activity in Hollywood.

LOU MINDLING of MCA arrived in town yesterday.

H. K. CARPENTER of WHK-WJAY, Cleveland, is in New York on business.

ROBERT BARRETT, WOR's Chicago representative, is in town.

STANLEY HUBBARD of KSTP, St. Paul, Minn., is visiting here.

HENRY SLAVICK from WMC, Memphis, is spending some time in New York on business.

JACK BENNY and MARY LIVINGSTONE arrive in New York on Monday aboard the Normandie.

JACK PEARL with his wife, WINI, are also due back from Europe on the Normandie.

CONWAY TEARLE arrives in New York from Hollywood today.

LOUELLA PARSONS, who arrived on the Europa from abroad Wednesday, is staying in town a few days prior to returning to the Coast.

ANN RICHARDSON, assistant to Charles E. Green, president of CRA, leaves today on a 10-day vacation trip to be spent at West Baden, Ind., and in Michigan.

MARY LITTLE, radio ed. of the Des Moines Register and Tribune, returned to her desk yesterday from a Coast visit, while her assistant GLADYS FARNUM, arrived in New York yesterday.

BILL MALONEY of WOR back yesterday from a vacation.

PAUL KESTEN, CBS vice-president, sailed yesterday for a European vacation, first stop being Sweden.

FRED ALLEN and PORTLAND HOFFA will arrive in New York from Maine over the weekend, and are scheduled to depart for Hollywood early next week.

FRED RIPLEY, program director of WSYR, Syracuse, was in and out of town yesterday.

EARL GLADE, KSL; A. K. REDMOND, WHP, and A. J. MOSBY, KGVO, arrived in town yesterday.

WBBM "Theater of Air" Admitting All Comers

Chicago—WBBM is throwing open doors to its "Theater of the Air" audience studio to all comers during the hours that CBS sustaining shows are originating here. Among programs open to anyone are "Sing and Swing," "Play Days," "Bon Voyage," "Do You Remember" and "The Chicagoans."

Novarro for BBC Disks

Ramon Novarro has been signed by British Broadcasting Corp. for a series of transcribed programs.

1	9	3	7
SUN	MON	TUE	WED
4	5	6	7
10	11	12	13
17	18	19	20
21	22	23	24
25	26	27	28
29	30		

Greetings from Radio Daily

August 27

Archie Presby Mack Parker
Harry Neigher

August 28

John Corrigan
Dr. Ralph L. Power

August 29

John Kane Arthur Anderson
Mabel Jackson Julius Seebach

STRIKE WOULD INCLUDE ONLY 'UNFAIR' STATIONS

(Continued from Page 1)

to acquaint the industry as a whole with the AFM situation and developments. Emile Gough of Hearst Radio, secretary of the IRNA sent the various letters and literature to the entire industry.

The NAB was asked to have its board of directors call a membership meeting in New York in joint session with the IRNA on Sept. 10. To the "Owners of Independent Stations Not Affiliated with the Networks", the following communication was sent:

"Attached is a copy of a letter that has gone to the owners of radio stations affiliated with networks. It is sent to you for your information. This committee has no authority to speak in your behalf, even to the point of submitting recommendations to you for settlement of the threatened musicians' strike, but it does feel that it is a situation of such seriousness and of such moment to yourself that it behooves you to become interested, either personally or through the association which represents you." This is signed by William S. Hedges as chairman of the IRNA special advisory committee.

In a different letter, to IRNA members, it is stated that whatever action the committee takes, "the most the committee will undertake to do is to define a formula of fair dealing between the industry and the Federation. Thereafter it will be optional with every station whether to adopt or reject a contract with its respective local, based on the formula. The committee hopes to be able to agree with the Federation on standard clauses for such contracts, making uniform the general outline for all stations and all locals, leaving, however, to further negotiations between stations and locals the detailed rates of pay and hours of employment for each man within the framework of the amount of money to be agreed upon for weekly or annual expenditure. The committee believes the Federation officials will be willing to make provision for the exceptional situations which may exist with individual stations.

"If such a formula can be arrived at, it will be up to the industry to decide whether it chooses to bear the cost and interruption of service caused by a strike, or accept the burden imposed by the agreement and avoid hostilities."

The letter to the IRNA further points out the transcription companies have already tentatively agreed to the terms required by the

NEW PROGRAMS—IDEAS

Flowers for the Femmes

Something new in radio programs has been introduced by Burdine's, the leading department store in Florida, over WQAM, Miami. It is called "Bouquet for Today" and is a tribute to some woman outstanding in the community. Listeners are invited to submit to the management the names of women who are to be so complimented. The program opens with a brief store announcement, then a transcribed musical number, and finally the name of the woman who has been selected by her neighbors and friends to be given the bouquet. Immediately at the close of the program a messenger is at her door with a bouquet of flowers with Burdine's compliments.

25 Football Games Set By WHBQ in Memphis

(Continued from Page 1)

western University and as many of their road games as are available for radio broadcasting. For local interest, the foremost games of the Memphis high schools will also be carried, as will many outstanding games of the Southern and Southeastern Football Conferences where broadcasting is permitted. These games will all be handled by Bob Alburty, sports announcer, and will be under sponsorship of the Coca Cola Bottling Co.

Virginia Broadcasters Complete Organization

(Continued from Page 1)

WRNL, Richmond (WPHR), secretary and treasurer.

Ovelton Maxey of WRTD was host to the meeting at lunch served in the studio.

Sowers is also president of the Virginia Broadcasting System.

Ford "Universal Rhythm" Going off Air Sept. 5

(Continued from Page 1)

Hour" on Sept. 12. Network has a contract with Ford for three shows. Third program at present is the Al Pearce half-hour Tuesday nights.

"Universal Rhythm" had been heard in a Saturday evening spot, now bought by Pet Milk.

N. W. Ayer & Son is the agency.

AFM and if these are carried out no station will be able to receive further transcriptions or recording service unless it is on the Federation's fair list. Special request is made to quickly answer the NAB's questionnaire on the employment situation.

Business of gathering the first assessment of \$12,000 for expenses is being carried by L. B. Wilson of WCKY, head of the finance committee. It is believed a method will be worked out based on station's wattage as to how much each will be asked to contribute.

"Cleveland Swing School"

"Professor" Guy Wallace, ace United Broadcasting Co. mikan, will inaugurate shortly the "Cleveland Swing School" on the WJAY 12:45 p.m. spot. "Swing School" will bring to Cleveland lovers of this type of music the latest in recorded hits. Wallace will air the show Monday through Friday, commenting on bands and bandmen between disks, and take listeners on a tour of mythical swing spots. His knowledge of swing is practically all-encompassing (Guy knows personally most of the big men in the business), so his daily classes at Swing School are expected to have a heavy enrollment.

Court Wants to Know How Transradio Will Air Fight

(Continued from Page 1)

how Transradio planned to send out its description of the Louis-Farr bout, which was postponed yesterday to Monday. Upon this information, Justice Pecora said, he will base his decision.

Attorney Bruce Bromley, for NBC, explained to the court about the Buick sponsorship through Arthur Kudner agency and that the blow-by-blow description from ringside was a property right bought for \$35,000. Bromley also explained that the fight tickets carried a legend that the ticket holder must not attempt to broadcast a description of the fight. He further argued that Transradio sent out bulletins stating it would cover the fight blow-by-blow for \$10 per subscriber. I. W. Digges, attorney for Transradio, offered a communication in evidence which he said Transradio sent out and it stated that the Transradio fight broadcast was not to be advertised as a blow-by-blow description but a running description. NBC contended that this communication was sent after it went to court yesterday.

KELO, Sioux Falls, S. D. Joining NBC on Sept. 5

(Continued from Page 1)

and operates full-time on 1200 kcs. with 100 watts. Rate will be \$120 per evening hour. Joseph Henkin is the general manager of the station.

WTAG Adds Sunday Newscast

Worcester — Three broadcasts of news bulletins will be heard Sundays over WTAG, with the addition of a 6:30 p.m. broadcast.

14 STATION ADDITIONS REFLECT CBS EXPANSION

(Continued from Page 1)

the new card lists no increases in Columbia rates. Actual changes listed, however, include the 14 new outlets and increased powers. In addition, KNOW, Austin, Tex., is listed as a "bonus" station with K TSA. On Sept. 26, as already announced, WGAR replaces WHK in Cleveland.

Basic CBS web has a minimum of 24 cities, which gives the buyer at least three of five optional cities. Cost is \$8,525 for evening and \$4,267 for daytime, for full hour. Total of all cities listed (104) is priced at \$21,770 for evening rate and \$11,004 for daytime, full hour. Additional data on the new card lists typical CBS hook-ups and packages, and costs, also the usual discounts etc.

Rate cards being sent out by Hugh K. Boice, vice-president in charge of sales, are accompanied by a brochure in colors showing new map and the newcomers among the stations, also market and other data on the outlets that joined since the first of the year. The increased power stations and wattage are tabulated in the book and the 48 stations that improved their facilities are listed plus type of improvement made as to transmitter, antenna, or studio etc.

Texaco Taking Layoff Before Making Switch

(Continued from Page 1)

my Wallington, Deanna Durbin, Pinky Tomlin, Helen Troy and Jacques Renard's orchestra.

WNEW Football Schedule

WNEW will air three and a half hours of football reports each Saturday during the fall season, the most comprehensive schedule of its kind in the history of the station. All college football games in the U. S. will be reported starting Sept. 25.

Lewis to Write on "Follies"

Mort Lewis, radio script writer, has been signed to work on the new "Ziegfeld Follies" show which goes on the boards this fall.

IN ALL SINCERITY...

I believe the National Radio Register is the most efficient means yet created for solving the very necessary problem of quick casting of shows. Its concise listing of talent whereabouts saves valuable time, and assists greatly in selecting the right talent.

PAUL MUNROE
of Kay-Ted, Inc.

NATIONAL RADIO REGISTRY
415 Lexington Ave., at 43rd, N. Y.
Vanderbilt 3-8157

A NEW STAR on the musical horizon... **MICKEY ALPERT** and his Riviera Orchestra
Appearing Nightly at
BEN MARDEN'S
RIVIERA
Just Across the Geo. Washington Bridge

NOW AVAILABLE for FALL BOOKING

MORTON BOWE

SU 7-3348 or Billy Hilpott—NBC

PROMOTION

Atlantic Radio Football Contest

Atlantic Refining Co., in connection with its 1937 intercollegiate football radio broadcast schedule, will spend \$50,000 in newspaper advertising announcing the program and in buying full page advertisements in the football programs of the contracting colleges.

Atlantic will also conduct eight weekly football contests with a graduated list of prizes going to the entrants who forecast most correctly the relative standings of the nation's leading elevens as shown on the Atlantic Football Forecast Sheet which will be posted each Wednesday in every Atlantic station. A year ago, six highly successful weekly contests, which attracted thousands of entrants, were conducted by the company, with an automobile as first prize. Although complete details of the 1937 program have not been announced as yet, it has been definitely established that the first contest will close on October 8.

For the third consecutive year, Atlantic's Football Forecast Sheet will service the nation's gridiron fans. It will give the probable winners of the principal games each week, the ratings of the national and sectional leaders and a list of the ranking national and Eastern teams. Based on Dick Dunkel's football forecasting figures, this system has predicted winners 80.2 per cent accurately, excluding tie games over a period of six years.

House Organ Copies Life

WOAI's August house organ is a replica of Life magazine. Life's size, format, and some of its departments are partially imitated. This promotion piece presents complete information on latest productions and programs of WOAI showing several of the newest campaigns and a complete list of 1937 sponsors to date. The folder is very attractive in two colors with several photographs throughout illustrating many new programs.

CIO Signs Globe Wireless

American Communication Ass'n, CIO unit, has signed up the 150 radio operators of the Globe Wireless Co., Ltd. on the Pacific Coast. Contract calls for union recognition, minimum wage of \$200 a month for point-to-point operators and \$185 a month for men in the marine coast stations, 40-hour week and other adjustments.

Bulk Rates Not Approved

Longview, Tex.—So-called "bulk rates" are not favored by advertising agencies, it is revealed in replies received to the current contest being conducted by KFRO on "How to Improve KFRO Rate Card."

"Methuselah" Postponed

Due to airing of the Louis-Farr fight Monday night, "Back to Methuselah" has been postponed to Sept. 30 on NBC-Blue at 8:30 p.m. Peggy Wood, Helen Claire, James Meighan and Louis Hector are in the cast.



A REPORTER WITH A CONSCIENCE!

● ● ● We simply can't figure out why Phillips Lord, who created "We, the People" last year for NBC, won't be back this fall via the CBS airing. Gabriel Heatter, as reported, will conduct the series.... Wonder why Myron Kirk keeps himself busy at the Riviera with pencil and paper—and listens so attentively to Mickey Alpert's crew?... This is the sort of thing we blush when hearing:... Joe Rines accosted us on the sidewalk and screamed at the top of his soprano voice "Fine thing! Not enough that I have five bucks in the kitty of RADIO DAILY'S till—but it costs me 10 cents per day extra! Every morning I phone down to the bellboy to bring up the paper to my room. I can't wait until after breakfast!"..

● ● ● New York, Hollywood, Chicago and other key cities have wordslingers whose every move is recorded (just like artists) by press agents. If one as much as drops his commercial plug during an airing, this desk is littered by "flashes" regarding this boner.... However, it is more important to us when something like this arrives in the morning mail:... "The other day one of the announcers at KIDO, Boise, Idaho, read a notice from the police department, which described a stolen car from Texas.... Following this broadcast, this civic-minded young man left the studios and went out on the street, where he spotted the missing car, phoned the police who nabbed the thief"... Understand that KIDO has some sort of record for recovering or locating stolen cars.... We hope the station will forward the announcer's tag!

● ● ● It's so nice to hear that a regular guy with plenty of talent is finally being noted by the powers-that-be.... Rudy Vallee admired the chap's ability and when he came east to receive proper recognition he hit into the usual snag or "bum's rush"... Rudy came to the front and went to John Royal and said:... "Here is the greatest conductor of modern music. He is your next air sensation—even though he's an air veteran. Give him the right spot!"... Royal, no slouch himself when it comes to recognizing ability and originality—went to bat and gave the fellow full swing over a sustaining—radio's greatest musical show minus hokum—"Contrasting Melodies" starring Al Roth's distinctive music.... Roth, who was aired with his "St. Louis Blues" from St. Louis knows what it's all about—but hasn't learned the correct method of stifling phonies and backslappers. He knows what he wants—music—and makes certain that he gets it.... Five NBC shows to date, three agencies interested in hiring his crew—and now NBC pipes his music across the Atlantic for the enjoyment of the Europeans on Sept. 3.... Betcha when a sponsor finally gets the show, some broken-down comic will be used for "relief"—something which this show definitely DOESN'T need!

● ● ● Wonder whatever became of the book Larry Nixon resigned from WMCA press dept. so that he might fulfill publisher's orders? Immediately after the resignation, Our Man Larry went to work for WNEW aiding Richard Brooks, radio's ablest commentator.... Since last January, Zeke Manners, the New York hillbilly from Hollywood, has been slaving away doing 28 hours weekly on local stations (sponsored, of course), but his big desire was to go network.... Besides a shot on the Al Pearce and Sunday's Gulf show, Zeke hasn't had his ambition fulfilled.... Before returning to the locals he decided on a ten-day rest, so he left for an uncharted fishing trip to Canada.... Wednesday NBC thought of him and wanted the hillbilly for a show and build-up—but Zeke isn't to be found anywhere!

NEW PATENTS

Radio and Television

Compiled by

John B. Brady, Attorney

Washington, D. C.

2,090,820—Method of Modulating High Frequency Transmitters. Hans Wehrin, Berlin-Lichterfelde, and Leo Fungs, Brunswick, Germany; said Wehrin assignor to C. Lorenz Atkingsgesellschaft.

2,090,922—Braun Tube for Producing Television Images Rich in Contrast. Manfred von Ardenne, Berlin, Germany.

2,090,951—Relaxation Oscillation Generator. Kurt Schlesinger, Berlin, Germany.

2,090,952—Braun Tube and Method of Operating this Tube. Kurt Schlesinger, Berlin, Germany.

2,091,031—Method of Manufacturing Phototubes. Jan Hendrik de Boer, Marten C. Teves, and Hendrik Lems, Eindhoven, Netherlands, assignors to RCA.

2,091,109—Apparatus for the Measurement of Tuned Circuit Components. Edward M. Shiepe, New York, N. Y.

2,091,134—Amplifier. George L. Beers, Wilkinsburg, Pa., assignor to Westinghouse Electric & Manufacturing Co.

2,091,047—Electrode Assembly. Alfons Kaufeldt, Berlin, Germany, assignor to Telefunken Gesellschaft fur Drahtlose Telegraphie m.b.H.

FORT WORTH

Leonard Coe of the KFJZ sales force has succeeded Gene Cagle as sales manager. Cagle goes to a San Antonio station.

Through an arrangement between WBAP and KTAT, Cy Leland, WBAP's chief sports announcer, will handle mike for the 22 high school football games in this district which KTAT will broadcast, along with his regular duties as announcer for all broadcasts by WBAP of collegiate football games.

Five daily newscasts are now being aired by KFJZ, serviced by UP.

Zack Hurt is handling the mike for KFJZ's new Vox Pop program at the baseball field before each home game of the Texas League. He also broadcasts the games.

Ozzie Nelson on WNEW

Ozzie Nelson and his orchestra from the Hotel Astor will be heard on WNEW for a half-hour each Friday at 11 p.m. beginning today. George Hall's Hotel Taft orchestra is scheduled for 8-8:30 on Friday. Other orchestras heard on WNEW Friday night will include Mitchell Ayres from the Hollywood Restaurant.

Silver Dust on WCKY

L. B. Wilson's WCKY will serve as the Cincinnati outlet for the Beatrice Fairfax-Silver Dust program which debuts over Mutual on Tuesday. Silver Dust agency, Batten, Barton, Durstine & Osborn, insisted on station being added to network if WLW was unavailable. MBS made a special arrangement with WLW-WSAI whereby WCKY was able to take the program.

Locust Sisters on WMCA

Locust Sisters (Matilda, Mildred and Ada), recently back from Hollywood, make their debut Sunday in "Carnival of Music" at 6-6:30 p.m. on WMCA. Joe White is their arranger and accompanist. Harriet Brent, Ruth Karelle, Charlie Beale and Bill Grant also are in the show.



WALTER JOHNSON, formerly of Lord & Thomas and Young & Rubicam staffs, has been appointed continuity editor and producer at KHJ, and James Burton upped to the chief announcer's spot. Other additions to the staff include Floyd Mack and Frank Bingman as announcers, and Arthur Bryan as a writer. Mack has been with NBC in Washington and WLW in Cincinnati, with Bingman also recruited from WLW. Augmented personnel indicates increased fall activity for KHJ-Don Lee Coast Chain.

Dale Armstrong succeeds to the Times radio editorship vacated by Carroll Nye, who resigned to join the Earle Ferris Radio Feature Service.

Bill Haussler, staff photographer, and Burke Crotty, head of photographic division of NBC, are in town to shoot pix of personalities appearing on NBC fall programs originating in Hollywood.

KECA eliminates the dual rate card on Oct. 1. After that date national and local advertisers take the same basic rate.

L. D. Cully and S. C. Hobart transferred to NBC headquarters here from San Francisco.

Rush Hughes leaves his "Langendorf Pictorial" assignment on NBC Pacific Coast Red Sept. 25 to take on an NBC coast-to-coast program.

H. A. Schillinglaw, KFI-KECA assistant manager, deserts radio to go back to the automobile department of Earle C. Anthony, where he was active for 25 years before becoming interested in radio.

"The Experiences of a Million Men" resumes Sept. 6 with a new series over KFVB. An imposing cast of onetime pictures names has been signed by Manager Harry Maizlish, including Betty Compson, Pauline Garon, Kenneth Harlan, Jack Mulhall and Creighton Hale.

Werner Janssen has an original novelty number planned for next Sunday. Story in music of the feud between Bill Fields and Charlie McCarthy, and called, appropriately enough, "Knock-Turn."

Don Gilman, NBC vice-president in charge of Pacific Coast, has been elected chairman of the radio department of the Pacific Advertising Clubs. Gilman was active in club affairs in San Francisco and was appointed to hop-up things for the Clubs' convention here next June. Syd Dixon, also NBC, was made chairman of the ways and means committee.

Arthur Andrews as Contact

Arthur Andrews, executive vice-president of Young & Rubicam, has been placed in charge of all contact activities of the agency. This is in addition to his regular duties.

RADIO PERSONALITIES

No. 62 in the Series of Who's Who in the Industry

LEWIS ALLEN WEISS, general manager of the Don Lee Broadcasting System, is known and recognized as one of the most gifted speakers among radio executives.

Assuming the general managership of the Don Lee network in January, 1937, the event also marked his return to the organization after an absence of four and a half years. For two years prior to 1932, Weiss had served as manager of KHJ, Los Angeles, key station of the Pacific Coast network.



Graduate of two colleges and a gifted talker . . .

Educated at the Kent College of Law, Chicago, and the University of Southern California, where he majored in economics, his business experience has encompassed practically every phase of advertising, merchandising and marketing, both as a buyer and seller. He entered radio via KHJ in 1930 after a productive record as director of the Mayers Company, Pacific Coast advertising agency. In 1932 he resigned his KHJ post to become business manager and assistant general manager of WJR, the "Good Will Station" in Detroit, but returned to the Don Lee organization in a berth of even greater responsibility at the turn of the current year, immediately following the affiliation of Mutual Broadcasting System with the Don Lee Broadcasting System.

ORCHESTRAS-MUSIC

THE music arranger, by whose skillful hand a simple tune may be dressed up to sound like a symphony, will be extolled when Mark Warnow adds "The Art of the Arranger" as a feature of his Tuesday "Blue Velvet Music" series, Aug. 31. The programs heard weekly over CBS at 8-8:30 p.m.

Fritz Mahler, the noted Viennese conductor who made his first public appearance in America in a CBS broadcast, will be guest conductor of the Columbia Concert Orchestra in its program entitled "Fritz Mahler Takes the Baton" on Thursday, Sept. 2 at 8-9 p.m. over CBS.

Nano Rodrigo brings his music makers back to New York on Sept. 20 after completing a 10-week engagement at the Traymore Hotel, Atlantic City.

Woody Herman completes his Wildwood engagement first of next week and dashes to New York to make series of Decca records.

Bob Stanley has assumed the conductorship of eight programs weekly over WOR-MBS, making him one of the busiest maestros on the air. Among his more important shows are the Sylvia Froos, Benny Davis, Ray Perkins and "Jazz Nocturne" broadcasts. In addition to his duties as conductor, Stanley manages to find time to act as first violinist for Alfred Wallenstein's "Strings" and "Sinfonietta."

The Hudson-De Lange aggregation plays Richfield Springs, N. Y., on Sept. 5.

CRA has a corner on the orchestra bookings at the Michigan State Fair,

Detroit, this year. Mr. and Mrs. Jesse Crawford and their orchestra, opening Sept. 3, will play at the Ford exhibit at the fair. Mike Reilly and his "Round and Round" music will be the state fair attraction at Eastwood Gardens, and Ina Ray Hutton for the Fair week at Westwood Gardens.

Kay Kyser and his outfit are doing two weeks at the Lakeside Amusement park, Denver, and airing nightly over KLZ.

Billy Swanson and his Hotel Edison Green Room orchestra will formally open the American Legion National Convention in New York next month with the playing of the National Anthem and the American Legion Marching Song.

George Hall and orchestra and Dolly Dawn will make their first New Jersey appearance of the season Sept. 17 at the opening of the new Club Windsor, Irvington's first supper club.

Rockwell-O'Keefe will book entire entertainment fare for the annual convention of the National Security Traders of America at the Traymore Hotel, Atlantic City, Sept. 8-11. Will Osborne's ork leads the band group, and featured artists headed by Henny Youngman and Helen Morgan.

Rita Rio and her orchestra play "The Deck" at Worcester, Mass., on Sept. 11.

Sammy Kaye and his orchestra will appear at the Bill Green Casino, Pittsburgh, on Sept. 19. New addition to the orchestra troupe is the



Ros Metzger, radio director of Ruthrauff & Ryan, back from a week's swing through Cincinnati, Detroit, Cleveland and Oshkosh, Wis.

Ann Sothorn has joined her husband, Roger Pryor at the Edgewater Beach where his orchestra is playing.

Sylvia Clark, NBC monologist, has turned out a tune, "Let's Sail Away Down Sweetheart Bay," which Norm Sherr will introduce on his NBC piano broadcast tonight.

Johnnie Johnston is pinchperforming for Clark Dennis on NBC Breakfast Club. Dennis is on a personal appearance tour.

Allan Grant, NBC pianist, and M. P. Wamboldt, NBC production director, have turned out a tune with the ponderous title "You're Wonderful, Beautiful, Gorgeous, I Know."

Walter Wade, head of the Wade agency, is the discoverer of a yodeling caddy who will be on Alka-Seltzer Barn Dance tomorrow.

Irna Phillips' new show, "The Woman in White," is being auditioned this week. Blair Walliser, WGN production director, has one called "White Angel" he is showing.

Tommy Ott and Henry Huston have formed a new piano duo at WJND.

Tommy Bartlett, femme quizzier on "Meet the Missus," back from Canadian north woods.

Bea Furbend, secretary to Frank Rand at CBS, vacationing in Bermuda.

Don Bolt, newscaster at NBC, winds up there this week.

Vivian della Chiesa, NBC lark, being flooded with wedding gifts, but it's her sister Vera who is to be married to Logan L. Thompson, CBS engineer on Sept. 11.

Sterling Beer Co. of Evansville, Ind., reported thinking about football. Ruthrauff & Ryan has the account.

Bess Johnson, Lord & Thomas radio exec, flew to New York for Louis-Farr bouts.

It's a girl at Announcer George Thorndyke's home.

Margaret Shanna of "Arnold Grimm's Daughter" streamlining to Omaha this weekend.

Announcer Don Hancock back from New York, where he did some sports announcing for CBS.

Westminster Choir. Band airs over MBS.

Lou Breese, who together with his orchestra opens a twice-weekly NBC series from the French Casino on Aug. 31, is planning something different for a sustaining night club broadcast. The Breese broadcasts will take the form of a musical script series entitled "Breezing Along With Breese," featuring a woodwind section.

Charlie Barnet and Dick Messner's orchestras will stage a battle of music at Grand Terrace ballroom, N. Y. Oct. 6, for CRA.

STATION-STUDIO
and
TRANSMITTER

EQUIPMENT

NEW DEVICES
and
IMPROVEMENTS

Latest Technical Developments and Activities in Radio and Television

Conduct Long Research For New WGY Antenna

Schenectady — Engineers who are supervising WGY's antenna construction spent many weeks to seek the best available location with respect to airways, the electric conductivity of soil and the site's relation to the key cities in the coverage area.

Having arrived at an approximate location, the engineers went down into the soil itself to determine whether or not it could bear a half million pounds of weight without settling.

A ground boring rig was set up and soil samples taken from the surface down to bed rock, 26 feet below the surface. To make sure that the bed rock surface was uniform and the selected site distant from a rock ledge, four other holes were made 350 ft. north, east, south and west of the tower site.

A pit ten feet square was dug, and in its bottom a platform two feet square was placed. Pig iron to the weight of 32,000 lbs. was piled on the platform, exerting a pressure of 8,000 pounds per sq. ft. The actual tower will exert only 3,000 lbs. per sq. ft. on the base.

WGY's ground system will extend out 600 ft. from the tower and will consist of fifteen miles of copper ribbon, buried six inches below the surface.

Aviation lights, controlled by photo electric tubes, and a 1,000-watt flashing beacon will be installed on the tower top.

New KSO-KRNT Equipment

Des Moines — New equipment at KSO-KRNT includes a Fairchild Proctor recorder, cutting disks in aluminum or acetate, speech input and amplifiers.

W9XTB, new h.f. broadcasting station of the Iowa network, has been established in the KSO-KRNT studios and will soon be conducting experimental broadcasts on 26,550 kc, under the supervision of Paul Hunt-singer, IBS chief engineer.

The 100-watt transmitter, Collins Radio Co. product, has been installed in the station's master control room of the Register & Tribune Building and its antenna suspended from a 40 ft. pole at the top of the building.

Station Improvements

Chattanooga — WAPQ has applied for license to cover construction permit for changes in equipment increase in power and change in hours of operation.

Richmond — WMBG has applied for CP to make changes in equipment and power increase from 500 watts to 500 watts night, 1 kw. day, using directional antenna.

Yuma, Ariz. — KUMA has applied for CP to install a vertical antenna and move transmitter to new site.

New WSOC Mobile Unit

Charlotte, N. C. — Only a half-ton panel delivery truck, yet it contains enough broadcast equipment to broadcast anything from anywhere. That's the new WSOC mobile unit. Equipped with four separate short-wave transmitters, two complete remote control amplifiers and associated equipment, and a portable generator capable of producing 1,000 watts of 110 volt AC current, it is fully able to meet any broadcasting requirement. The transmitters can be operated either when the car is in motion or when it is at a standstill.

Transmitter equipment for the mobile unit includes WAAK, the master 40-watt portable transmitter; W4XBT, the 10-watt "pack-set" which is used strapped on the announcer's shoulder somewhat in the manner of an Army pack; W4XER, the tiny 2-watt "beer-mug" transmitter, and W4XBZ, the master co-ordinating transmitter. The latter three transmitters all work on the same frequency, allowing three point simultaneous transmission.

Notes from KNX

Harry Spears, back in Los Angeles from New York, is basking at Ocean-side to complete a month's vacation, while Charles Douglass handles the "Hollywood Hotel" . . . Hap Felch's radio experience goes back to war days when he was in charge of a naval radio school in the east . . . Birkenhead of the transmitter crew has launched his 20-ft. cabin sailboat . . . Senior Engineer Harper plans a vacation trip to Chicago and Davenport . . . Chief Transmitter Engineer Shepard and Engineer Pangborn have new cars . . . Maintenance Engineers French and Taschner are finishing, among other things, an interesting trick telephone-effect setup for studio use; consists of a French telephone set with a variable high-pass filter, to be plugged into the microphone wall-plug in the studio.

Alexandria, La. — KALB has applied for CP to install a new transmitter and increase power from 100 watts to 100 watts night, 250 watts day.

Idaho Falls — KID has applied for CP to make changes in equipment and increase power from 500 watts night, 1 kw. day to 500 watts night, 5 kw. day.

Tallahassee — WTAL has applied for CP to make changes in equipment and increase power from 100 watts to 100 watts night, 250 watts day.

Philco Telescopic Auto Aerial

Philco has added a new telescoping cowl aerial to its line of auto radio aerials. It is a high quality aerial, telescoping in three sections down to 24 inches. Two sections extended make 43 inches and additional third length reaches total of 62 inches. It is made of seamless rustproof metal, telescopes easily without binding and has great mechanical strength. It is easily installed and mounts on a car with small insulated mounting brackets.

In cities where stations are nearby, reception is satisfactory with aerial in collapsed position.

Wholesale Radio in Boston

Wholesale Radio Service Co. of New York has added another link to its growing chain of establishments with the opening of display and salesroom at 110 Federal Street, Boston, with Michael Scott in charge.

Bumpass Back from Camp

Longview, Tex. — Edward Bumpass, chief engineer of KFRO, has returned from the National Guard Camp held at Palacios, Tex. John Van Horn, acting relief engineer, has returned to Van Buren.

Lighting Still Problem In Television Service

London — Success of their first year of outdoor transmissions, including the Coronation procession, Wimbledon tennis, etc., has made only further work for the BBC research experts. Transmission is still dependent on brilliant light, and intensive laboratory experiments are being conducted to produce a model with greater light sensitivity. When achieved, television will be practicable under cloudy skies and by normal indoor lighting.

Fourteen manufacturers are exhibiting as many different makes of television sets at Radiolympia here. Cheapest is \$280.

BBC will make more strenuous efforts shortly to enlist Government support for television. Ambitious plans to push the new entertainment into popularity are crippled by lack of funds.

WSBT-WFAM Add Equipment

South Bend, Ind. — WSBT-WFAM engineers plan installation of the new W.E. "monitor" program amplifier at the transmitter, as well as a new pre-set type control panel in the main control room. The staff also is conducting test transmissions with the new mobile unit, WATD, and the relay pack transmitter, W-9XSB. Meanwhile, the program department is hatching ideas for special event broadcasts utilizing the new equipment.

KSFO Transmitter Test

W. I. Dumm, head of KSFO, San Francisco, while in New York this week, said the new KSFO transmitter will go on the air tomorrow for a test program with local talent. Tests thus far have been very gratifying. The station is a 5,000-watter with Western Electric equipment and is right on the edge of the bay. It has a new ground system in the bay.

CHARLES ROSS, Inc.

Formerly Motion Picture Lighting and Equipment Corp.
WE FURNISH

Electrical Lighting Equipment
of Any Kind

FOR RADIO STATIONS

244-250 WEST 49th STREET
New York City Tel. Circle 6-5470-1

Longacre 5-4610

Founded 1889

MORRIS
LIBERMAN

VALANCES, FLAGS AND BANNERS—RENTAL SERVICE
FOR RADIO STATIONS

320 West 46th Street
New York City

CBS Engineers Perfect Concealed Mike System

(Continued from Page 1)

CBS show, "Your Witness", staged each Wednesday night at 10:15 PST. This particular show differs from previous productions in its adaptation to radio. All scripts are memorized, the actors do not stand before a visible microphone as in most broadcasts, and the audience is not conscious that the show is a broadcast.

Instead of the microphones being suspended or placed on stands in view of the audience, all mikes are concealed in strategic spots about the stage. Actors rehearse their lines and actions with these "spheres of sensitivity" in mind. When action carries them about the stage, lines are not spoken until within range of some particular mike, the pickup range of each mike being about four feet. The microphones are concealed under lampshades, in smoking stands, chandeliers, flowers, etc. By clever directing and acting the actors' movements seem natural and the lines unstilted.

However, the necessarily large number of microphones used place an unusual responsibility on the control-room engineer. He must not only turn on each mike individually as needed, (several mikes on at once make voices sound "boomy," as though speaking in a well), but must follow the action entirely by the script, since the control-room is obscured by scenery or curtains. Often the room is totally dark except for a small musician's lamp over the engineer's script. "Your Witness" is a murder mystery show, requiring a darkened stage for certain periods during the show. A lighted control-room would spoil the effect on the stage.

CBS Engineers Piersall and Campbell have worked out a method whereby they can see all microphones or their approximate locations during a broadcast. The scheme also allows more mikes to be used than could normally be handled from the control-room. Two complete broadcast line amplifiers and "mixers" are used, the output of one being fed

Okays Havana Fund

Washington Bur., RADIO DAILY
Washington — President Roosevelt has signed the bill authorizing \$15,000 for the American participation in the Inter-American radio conference at Havana this fall.

into a volume control position of the other, and the overall output sent to the lines which feed the entire Columbia Network.

One amplifier is a small portable unit normally used for outside pickups such as football games. It is located in the orchestra pit and operated by Campbell, who sees all the action and hears the program as it is broadcast in one of his two earphones. The other earphone is connected to a telephone breast-set worn by Piersall in the control-room. Campbell mixes the output of such microphones as cannot be seen from the control-room. All other mikes are handled by Piersall in the booth. He hears the entire program through a loud-speaker, just as it sounds in the home radio. During the broadcast telephonic communication is maintained between the two engineers to coordinate their actions, and afford a "smooth" mixing job.

Although other schemes have been tried for picking up the actors' voices from the wings of the stage, thus allowing the players a maximum of freedom, such methods were not so satisfactory. Two parabolic reflector type mikes were used, one being in the wings on either side of the stage, but with both turned on at once, distortion of voice quality resulted. When actors turned suddenly away from the reflectors, another case of distortion was noticeable.

A new directional mike based on an entirely different engineering principle, being developed by a well known manufacturer, was better, but is not yet entirely perfected, and to date the concealed mike, double-mixer arrangement has proved most successful, and the show is drawing capacity crowds every Wednesday night to attest the interest of the spectators and listeners.

WJBY Modern Home

Gadsden, Ala. — WJBY will move into its new studio and transmitter building around Sept. 10. Structure is ultra-modern in design and will be equipped elaborately with expensive furnishings. New equipment has been added and the day power of the station has been increased to 250 watts, using a vertical radiator.

Amplifier for KFAC

West Coast Bureau, RADIO DAILY

Los Angeles — KFAC is installing the new Western Electric type 110-A amplifier similar to the equipment recently ordered for KHJ. Increases carrier power without added wattage and improves signals, in addition to eliminating practically all distortion and 3db of extraneous noise.

New Exide Radio Batteries

Philadelphia—Electric Storage Battery Co. is about to put on the market two new 2-volt Exide Radio Batteries, Types 2R-160, 160 ampere-hour capacity at the RMA standard 100-hour rate, and 2R-105, 105 ampere-hour capacity at the standard rate.

KOIL Studios Dedicated

Council Bluffs, Ia. — A dedicatory program is being planned by KOIL, member of the Central States Broadcasting System, for Sept. 13, when construction and installation of the new equipment will be completed, giving the station more power and an improved transmitter.

... Radio's own daily newspaper modestly presents a series of 100 unsolicited testimonials as to what Radioland thinks of RADIO DAILY.

KGHL

Billings, Montana

"... We think you are doing a grand job in filling a need that has been long felt."

E. M. Yocum.

ARTHUR BORAN

New York City

"... I think your publication is interesting and very informative."

Arthur Boran.

WHO

Des Moines, Iowa

"... RADIO DAILY has become a very important source of information to us as to what is going on in the broadcasting industry and is, therefore, routed as rapidly as possible to department heads each day."

J. O. Maland,
Vice-President

... RADIO DAILY is six months old. It is growing fast. It already has the confidence of a great progressive industry. Watch RADIO DAILY.

★ F. C. C. ★ ACTIVITIES

EXAMINERS' RECOMMENDATIONS

KABR, Aberdeen, S. D. CP for change in frequency and power to 1390 kc., 500 watts, 1 KW. LS., unlimited, be granted.
Robert Raymond McCulla, Oak Park, Ill. CP for new station. 1500 kc., 100 watts, daytime, be denied.

HEARINGS SCHEDULED

Sept. 15: Evanston Broadcasting Co., Evanston, Ill. CP for new station. 1020 kc., 250 watts, daytime.

Gerald A. Travis, La Porte, Ind. CP for new station. 1420 kc., 250 watts, daytime.

WDZ, Tuscola, Ill. CP to move transmitter and studios to Decatur, Ill. 1020 kc., 250 watts, daytime.

KYW, Philadelphia. CP to increase power to 50 KW. 1020 kc., unlimited.

West Va. Broadcasting Corp., Charleston. CP for new station. 1500 kc., 100 watts, 250 watts LS., unlimited.

Nov. 15: West Va. Broadcasting Corp., Wheeling. CP for new station. 1310 kc., 100 watts, unlimited.

BOSTON

There are two new control engineers at WBZ-WBZA. They are Robert L. Henderson, formerly with Ganewell Co., and Richard Bower, who has been with WCAE for ten years.

George Cairns, who has just completed a course at Emerson College conducted by Arthur F. Edes, program manager for WEEI, has been signed by WORC, Worcester.

WCOP is inaugurating a "Man in the Lobby" series from the Tremont Theater, with a tie-in. Jim Donovan will handle the daily show.

Archie Macdonald is pinch hitting for Jack Wright, WBZ production manager, who is on vacation.

Ed Herlihy, former WEEI announcer now with NBC, home for a vacation.

S. B. Gregory of the Westinghouse broadcast department at Chicopee Falls, Mass., visiting the WBZ studios on business.

Two Join Taplinger

Robert Taplinger, who yesterday returned from Hollywood, announces that Jerry Farrar, publicity relations council, and vice-president of "Box Office Digest", has resigned from that publication to become associated with the Hollywood offices of Robert S. Taplinger, Inc.

Tommy White, merchandising and personality publicist, has also been added to the West Coast office, headed by Pauline Swanson.

ONE MINUTE INTERVIEW

ORSON WELLES

"Radio drama is the industry's greatest contribution to the arts. Music, of course, is the great good of radio, but that has meant merely a new method of distribution rather than a new art, while the drama of sound without sight is an entirely new contribution."

★ Coast-to-Coast ★

HERSCHEL MAYALL, one of the featured players in "The Lone Ranger," which originates at WXYZ, Detroit, and goes over Mutual, has just completed 40 years of acting experience. He carried a spear in an Edwin Booth production back in 1897 and has appeared on Broadway and in Hollywood films as well as on radio.

Gilbert Bayek, announcer at WDRC, Hartford, Conn., marries Dorothy Collins of Bangor, Me., on Monday.

Phelps Phelps, assemblyman from the Third District, starts a bi-weekly series titled "Editorial Speaking" over WBIL on Sunday at 4:15 p.m. He also will be heard on Wednesdays. Clergy League of America also is going on WBIL for a Saturday 7:15 p.m. series titled "News of the Churches."

Sporting notes: Andy Kerr, head football coach at Colgate and coach for the Eastern All-Star, was guest of Dick Fishell on his "Sports Resume" over WMCA last night . . . Jocko Maxwell of WLTH will honor Mel Ott during his "Sports Parade" at 6 p.m. tomorrow.

WPG, Atlantic City: Norman Reed, manager and formerly chief announcer, has been appointed emcee for all events in connection with selection of Miss America at the Showmen's Variety Jubilee. Sept. 7-11; George Foster and the staff will assist in airing the event Sept. 11 . . . Betty Phillips, 14-year-old song stylist, is scoring with Alex Bartha's orchestra on Steel Pier . . . Jack Moss, tenor, pinch-hitting for Vaughn Comfort, on "Down on the Farm," conducted by Amos Kirby and Ethel Rattay.

Governor's Night at the Eastern States Exposition, Springfield, Mass., Sept. 19, will be originated and fed to the Colonial net by WSPR. The show will comprise the entrance of the governors or their representatives from ten Eastern States and an address by each. Howard S. Keefe, special events announcer, and Wayne Henry Latham will handle the show.

Maybelle Hinton, head of continuity and director of programs at WBRY in Waterbury, Conn. will be married Oct. 15 to Stanley R. Osborne of Albany, N. Y.

"Love on Toast" is the title of the original radio play by Ted Bliss which will be a feature of WOR-Mutual's "Ecstasy" program tomorrow at 9:30-10 p.m. Frederick Stark's orchestra, the solos of Julietta Novis, soprano, and Paul Keast, baritone, round out this program, which originates in the studios of Mutual's Los Angeles affiliate KHJ.

Ralph Kirbery, the Dream Singer,

cuts his first transcription for the new Chevrolet series on Monday with Victor Arden's orchestra at the studios of World Broadcasting System in New York. Graham McNamee will be the announcer.

WCAO, Baltimore: "Bill" O'Toole, head announcer, is summering down in Ole Virginny with his stooge "Snowball" . . . John Ademy, also of announcing staff, is basso profundo soloing to the accompaniment of a pipe organ on "Nocturne," a late evening daily feature . . . Miss "Ted" Fox has returned to her multitudinous duties after a visit to Ocean City, Md. . . . Mae Clare Lamb is in New York for a turn at the big town's sights . . . Frances Little prolonged her vacation at Virginia Beach two days to get a glimpse of the mammoth sea serpent she heard was on its way from Nantucket . . . Miss "Jerry" Murrin is writing a book which will be made up largely of poems. Martin Jones, chief engineer, has returned from vacation. . . .

KGVO, Missoula, Mont., recently celebrated a year's affiliation with CBS with an outstanding program reviewing the highlights of the year.

GUEST-ING

ALFRED HITCHCOCK, Gaumont-British producer, on "Movie Club", tonight (WHN, 8 p.m.).

GEORGE HALL, DOLLY DAWN and Hall's orchestra, on Alan Courtney's "Joymakers", Aug. 30 (WNEW, 11:30 a.m.).

JULIA COBURN, formerly fashion editor of Ladies' Home Journal, on Glenna Strickland's "Kitchen Kapers", tomorrow (WHN, 11 a.m.).

BOBBY BREEN, on the Chicago Philharmonic - Grant Park program, Sept. 4. (MBS, 10:30 p.m.).

WAYNE MORRIS, Aug. 28; WENDY BARRIE, Sept. 4; MARY CARLISLE, Sept. 11; DOLORES DEL RIO, Sept. 18, all on George Fischer's "Hollywood Whispers" (MBS, 10:15 p.m.).

PAT O'MALLEY and MARTHA TILTON, on Benny Goodman Swing School, Aug. 31 (CBS, 9:30 p.m.).

CARL HUBBELL, STANLEY WALKER, LORETTA CLEMENS and FRANK BLOCK, on "For Men Only", Monday (WHN, 8:30 p.m.).

WINS Inspirational Program

"The Church of Everyday Living", inspirational program, starts Sunday at 10-10:30 a.m. over WINS and the N. Y. Broadcasting System. Dr. Ivan L. deBray is the director, and program is non-denominational.

JOHN EBERSON

STUDIO ARCHITECT



ACOUSTIC CONSULTANT

1560 BROADWAY
NEW YORK CITY



RADIO DAILY

Serving the Better Interests of Commercial Radio and Television



VOL. 2, NO. 42

NEW YORK, N. Y., MONDAY, AUGUST 30, 1937

FIVE CENTS

McNinch Starts Checkup

JESSEL REGIONAL SHOW MAKES DEBUT SEPT. 26

West Coast Bureau, RADIO DAILY

Los Angeles—George Jessel makes his bow over Don Lee-Mutual net on Sept. 26, at 3:30 p.m. PST. Sponsor for Don Lee stations is Gaffers & Sattler, local stove makers, with other regional sponsors tied in for coast-to-coast coverage. Norma Talmadge will be co-featured and Tommy Tucker and his orchestra provide the music.

"Kitty Keene" on NBC; Jimmy Fidler Renewed

Procter & Gamble on Sept. 13 will place the "Kitty Keene" series, now on disks, on 12 NBC-Red stations, Mondays through Fridays, 4:45-5 p.m. Show will promote Dreft. Contract is signed for 41 weeks.

P. & G. has also signed 13-week renews for the two Jimmy Fidler (Drene) shows on NBC-Red.

Blackett - Sample - Hummert, Chicago, has the Dreft account and H. W. Kastor & Sons has Drene.

KGEZ in New Location with Improved Equipment

Kalispell, Mont.—KGEZ has completed the erection of a steel vertical antenna and change of location. It is anticipated that much better coverage will now be obtained in the Western part of Montana with the installation of the new equipment. A fine modern transmitting plant has been built on the new site which is two miles South of the city on Highway 93.

Don Treloar is manager of the station.

Unit for Orient

To give its listeners up-to-the-minute news on the Chinese-Japanese situation, NBC is preparing a crew to send to the Orient.

Formal announcement awaits final arrangements now being made in Shanghai.

FORD SUNDAY EVE. HOUR SETS ITS TALENT LIST

"Ford Sunday Evening Hour," which returns to a CBS network of 93 stations Sept. 12, has set its talent schedule for the coming year. Jose Iturbi will handle the orchestra for the first eight weeks; Eugene Ormandy, Alexander Smallens and Fritz Reiner, also eight weeks each, then Iturbi and Ormandy return for the rest of the series. John Charles Thomas again starts off the series.

Other Ford series, Al Pearce and his gang, now on the west coast, will leave Hollywood for New York on Sept. 9, broadcasting from Dallas on Sept. 15 and Louisville the following week.

N. W. Ayer & Son has the account.

Boston Television Station Readies for Eve. Schedule

Boston—WIXG, television station owned and operated by General Television Corp., is completely rebuilding its television equipment to bring it up to the 441-line standard recently accepted by the Radio Manufacturers Assn., and is using the "Iconoscope" and "Kinescope" developed by RCA.

(Continued on Page 3)

New FCC Chairman Assigns 5 Lawyers to Dig Up Lowdown on Commission Preliminary to Shakeup

By GEORGE W. MEHRTENS
RADIO DAILY Staff Correspondent

Washington—Indicating what may be a sensational shake-up in FCC personnel, Frank R. McNinch, newly appointed chairman, has sent five trusted attorneys over from the Power Commission to check upon practices, procedure and personalities. McNinch's move is understood to be the first step of his FCC "clean-up" job for which the President appointed him.

During the preliminary check-up, 500 FCC employees are marking time while all work has been suspended

(Continued on Page 2)

NEW \$100,000 QUARTERS FOR WCCO, MINNEAPOLIS

Minneapolis—WCCO has leased all of the second floor and part of the third floor of the Elks Club building, and within the next few months will move its studios and offices to that location, it is announced by E. H. Gammons, station manager.

In this location, WCCO, in conjunction with CBS, will spend over \$100,000 for one of the finest broadcasting headquarters in the U. S. Plans call for six new studios of the very latest design, and all new speech input and

(Continued on Page 8)

No Studebaker Program Planned for Next Season

Chicago—John Pierre Roche, president of Roche, Williams & Cunningham, advertising agents for Studebaker, says that the motor car firm will not go on the air this season. Sponsor has been using the Richard Himber band for network and disks in recent years.

NBC Coast Promotions

San Francisco—William J. Andrews, supervisor of NBC announcers here, has been promoted to night manager in Hollywood. Richard Eilers succeeds Andrews here, while

(Continued on Page 3)

MUSIC ARTISTS SETTLE UNION JURISDICTION

Following a meeting Friday of the International Board of Associated Actors and Artistes of America, at Actors Equity offices, International President Frank Gillmore announced that the committee representing the American Guild of Musical Artists and the Grand Opera Artists Ass'n

(Continued on Page 2)

'Heinz Magazine' Schedule Gets Revamped This Week

H. J. Heinz Co., sponsors of "Heinz Magazine of the Air," will be heard Monday through Friday beginning Aug. 31. Series, which has been heard Monday, Wednesday and Friday, 11-11:30 a.m., will be heard at

(Continued on Page 8)

★ THE WEEK IN RADIO ★

... Meeting the AFM Demands

M. H. SHAPIRO

Anthem Problem

WNEW is very much in favor of the American Legion's proposal that stations sign off their daily schedules by playing the national anthem. But WNEW operates on a 24-hour basis and doesn't know where it's sign off comes in, if any. Larry Nixon, station's special events director, has been assigned to figure it out.

TAKING the bit into their teeth, as it were, entire group of independently owned outlets affiliated with networks gathered at the Waldorf-Astoria and thoroughly thrashed out the situation. Despite the hectic sessions, the committee chosen in advisory capacity took a safe and sane method of procedure, met with the AFM officials and is now merrily on its way to consolidate the entire industry in effort to solve the problem. Bill Hedges of WLW heads the

committee and L. B. Wilson, WCKY, heads the finance group which will seek to raise expense money. . . . Barry Bingham of WHAS marshaled the organization after consultation with 14 other stations. . . . Working title of the org is Independent Radio Network Affiliates. . . .

NBC, et al., asked the N. Y. Supreme Court for an injunction restraining Transradio Press from sending out a blow-by-blow description

(Continued on Page 2)

Early Listeners

Tulsa—KTUL conducted a poll, using a sponsor's hillybilly orchestra for the experimentation and asking listeners if they'd rather have the program at 6:30 or 9:30 a.m. Replies were 2,843 to 2,819, a difference of only 24. Sponsor solved problem by putting on a program at both hours with the same orchestra.



Vol. 2, No. 42 Mon., Aug. 30, 1937 Price 5 Cts.

JOHN W. ALICOATE : : : Publisher

DON CARLE GILLETTE : : : Editor

MARVIN KIRSCH : : : Business Manager

Published daily except Saturdays, Sundays and Holidays at 1501 Broadway, New York, N. Y., by Radio Daily Corp. J. W. Alicoate, President and Publisher; Donald M. Mersereau, Treasurer and General Manager; Chester B. Bahn, Vice President; Charles A. Alicoate, Secretary; M. H. Shapiro, Associate Editor. Terms (Post free) United States outside of Greater New York, one year, \$5; foreign, year, \$10. Subscriber should remit with order. Address all communications to RADIO DAILY, 1501 Broadway, New York, N. Y. Phone Wisconsin 7-6336, 7-6337, 7-6338. Cable address: Filmlay, New York. Hollywood, Calif.—Ralph Wilk, 6425 Hollywood Blvd. Phone Granite 6607.

Entered as second class matter April 5, 1937, at the postoffice at New York, N. Y., under the act of March 3, 1879.

FINANCIAL

(Saturday, Aug. 28)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Am. Tel. & Tel.	167	166½	167	+ ½
Gen. Electric	52¾	51½	52½	+ ½
North American	25	24¾	24¾	— ¾
RCA Common	11½	11½	11½	— ¾
RCA First Pfd.	73½	73	73½	+ ½
Zenith Radio	41½	41	41

NEW YORK CURB EXCHANGE

Hazeltine Corp.	16¼	16½	16½	— ¼
Majestic	3	3	3	— ¼

OVER THE COUNTER

	Bid	Asked
Stromberg Carlson	13	14½

Katz Handling WMPS

WMPS, Memphis, a Scripps-Howard station, has appointed the E. Katz Advertising Agency as its national representatives. Katz also handles KNOX, Knoxville, another station owned by the newspaper chain. The Katz-WMPS appointment becomes effective immediately.

New KVI Studios Open

Tacoma—KVI last week dedicated its new Seattle studios in the arcade of the Olympic Hotel. Some \$20,000 was spent on the new facilities.

FCC ACTIVITIES

EXAMINERS' RECOMMENDATIONS
Hickory Broadcasting Co., Hickory, N. C. CP for new station. 1370 kc., 100 watts, daytime, be granted.

Don M. Lidenton & A. L. McCarthy, Poplar Bluffs, Mo. CP for new station. 1310 kc., 100 watts, daytime, be granted.

APPLICATIONS RECEIVED

Constitution Publishing Co., Atlanta. CP for new station. 1240 kc., 1 KW., 5 KW. L.S., unlimited.

South Bend Tribune, South Bend, Ind. CP for high frequency station. 25950 kc., 100 watts, unlimited.

★ THE WEEK IN RADIO ★

... Meeting the AFM Demands

(Continued from Page 1)

of the Louis-Farr bout scheduled for tonight . . . decision being expected early today . . . Six months' business for broadcasting industry was up 28.7 per cent . . . Chevrolet shaved off 100 stations from its transcriptions list, leaving 267 outlets for the series starting Sept. 6 . . . Philco Radio using 200 stations in tube campaign . . . and CBS appointed a television director . . . also decided to delay construction work on its new building site . . .

NAB's hefty report on the Sesac catalog aroused considerable interest . . . NAB finds Sesac claiming too much, while Sesac says NAB left out a whole group of American publishers who joined recently . . . Election of an executive secretary of the American Federation of Radio Artists has been deferred due to a spirited battle for the job . . . Ascap notified stations that it is issuing a list of 25,000 song-titles, the writers and copyright owners etc., all of which is being put out in a manner which will allow stations to file and cross index them as they see fit . . . more titles to come later . . . Song Writers

Protective Ass'n, unable to come to an agreement with the music publishers as to who should retain the vested right of electrical transcription and movie synchronization, decided to take the matter to court for clarification . . .

The MPPA through Harry Fox, general manager and acting as agent and trustee for group of publishers, sent a letter to all phonograph record manufacturers to the effect that the copyright owners can't savvy the disk men offering to issue licenses to stations to play records when they do not own such rights . . . which further complicates matters for the phono. mfrs. . . CIO was upheld by the NLRB as the exclusive bargaining agent for WHN engineers . . . the CIO affiliate is the American Communications Ass'n, formerly the ARTA . . . Edward F. McGrady, assistant Secretary of Labor, goes to RCA as labor man on Sept. 1 . . . New CBS rate card reveals 14 new outlets since the first of the year, also 10 power boosts and 48 stations with improved facilities . . .

McNinch Begins Checkup Before Shakeup of FCC

(Continued from page 1)

until the newly named chairman takes office. McNinch said Saturday that he hoped to wind up his present job between Labor Day and Sept. 15. Meantime he is conducting a thorough study of the communications commission to get background data preparatory to assuming his new post.

McNinch himself is a lawyer and, according to observers, is a past-master at easing out of office inefficient and doubtful characters. Just how much easing out will take place immediately is not known, but it is expected that a good portion of it will center around the Broadcast Division. For the present he states simply that he will do "considerable reorganizing."

52% Jump in Business Is Reported by WNEW

WNEW, in reporting an increase in business of 52 per cent for fall and winter, will be sold 87 per cent of the broadcasting day when new business goes into effect. Station, on the air 24 hours a day, has one of the longest participating commercial programs on record, Stan Shaw's "Milkmen's Matinee," heard at 2-7 a.m. six days weekly. A three-hour weekly football show is also in the works.

Ommerle Joining Morris

West Coast Bureau, RADIO DAILY

Los Angeles—Harry Ommerle, CBS producer for Chesterfield, leaves the network Sept. 24 to join the William Morris agency in New York. Ommerle was at one time with N. W. Ayer.

Music Artists Settle Union Jurisdiction

(Continued from page 1)

had met and signed an agreement settling the differences which exist between the two organizations, subject to ratification by the board of governors of the two associations involved. Pending such ratification, the International Board of the 4 A's postponed its meeting until tonight.

The AGMA and GOAA both claimed jurisdiction over certain types of artist and the new pact which settles their differences will not be made public until after ratification. The sum and substance, however, appears to leave the way clear for inclusion of additional operatic artists in the American Federation of Radio Artists and making it a much stronger organization.

Parker Willson Back at WBAP

Fort Worth — Parker O. Willson, former announcer at WBAP here and more recently prominent in radio dramatic portrayals on several major, Chicago NBC and CBS shows, returns to WBAP today to take over the emcee job for the Lightcrust Doughboys, a six times weekly Texas Quality Network show, with J. Walter Thompson as the agency. Willson is best known for his work as Robert Marshall in "Today's Children," and as Major Patterson in Sunbrite Junior Nurses' Corps, both network features.

WANTED

Position as Secretary; EXCELLENT STENOGRAPHER; trade paper and diversified experience; correspondent, outstanding ability; college, relieve executive details; finest recommendations. Box A-109, RADIO DAILY, 1501 Broadway, New York City.

COMING and GOING

RUDY VALLEE and his aggregation, now filling a theater engagement in Minneapolis, returns to New York in time for Thursday's broadcast.

BOB HOPE leaves for Hollywood on Sept. 6 and will continue flying back and forth until his Sept. 26 airing of Rippling Rhythm fades.

GEROLD M. LAUCK, executive vice president of N. W. Ayer & Son, Philadelphia, arrived from Europe on Saturday aboard the Lafayette.

NANCY TURNER, director of women's programs for NBC in Baltimore, arrived Saturday aboard the President Roosevelt from Europe.

W. E. SCRIPPS of WJW has returned to Detroit from New York.

STANLEY E. HUBBARD, KSTP, has returned to St. Paul from New York.

ANDRE KOSTELANETZ flew back to Hollywood on Friday for a few days to complete his work as musical director of the forthcoming Lily Pons motion picture, "It Never Happened Before."

JOE WIEGERS, press agent for MacFadden Publications, flew to Chicago last week on the first lap of a special trip through Mutual and Inter-City networks territory. He's polishing up local publicity on the True Story sponsored "Good Will Hour."

L. B. WILSON, head of WCKY, is back in Cincinnati, after a week in New York on the AFM stuff and other biz.

JOHN ROYAL arrives on Thursday aboard the Rex.

JESS WILLARD, WJSV, Washington, was in and out of town over the week-end.

SID SCHWARTZ, publicity director of WNEW, has returned from trip to Nova Scotia.

HOLLY NOBLE, CBS press department, returned today after a two-week vacation.

ARDE BULOVA returns from abroad today aboard the Normandie.

FRED DANIELLS, director of 2GB, Sydney, Australia, who has been in Hollywood for a few days, left for Vancouver, B. C., from which port he sails for home Sept. 1.

JULIAN MARTIN is taking a rest at the summer residence of his sister in Paris, Me.

New Announcer at WRTD

Richmond—Gilbert Newsome, formerly of Norfolk, joins the staff of WRTD, here as an announcer on Sept. 1. Newsome has been connected with WGH, Newport News, and also is interested in radio dramatics.

Ernest Bowman has assumed his duties as announcer for WRTD, swapping places with John Carl Morgan of WTAR, Norfolk, who pinch-hit for him at WRTD as guest announcer while Bowman was stimulating the air-waves over WTAR.

Jimmy Scribner Married

Jimmy Scribner, who does "Johnson Family" on Mutual, married Mary K. Kennedy of Columbus on Aug. 21, it was learned last week. It was Scribner's second marriage.

COLUMBIA BROADCASTING SYSTEM

presents

JACK MAJOR

"THE COLONEL FROM KENTUCKY"

Mondays 3-3:30 P.M.

WABC—Columbia Network

WOPI "The Voice of the Appalachians"
BRISTOL--- TENNESSEE VIRGINIA

NEW BUSINESS

Signed by Stations

KFBK, Sacramento

Petri Cigar Co., through Emil Brisacher & Staff, S. F.; Roma Wine Co. (grape juice), through James Houlihan Inc., S. F.; Philco (radios), through Hutchins Adv'g Agency, Rochester, N. Y.; Schering Corp. (Saraka), through Marschalk & Pratt, N. Y.; Chicago Engineering Works (air conditioning), through James R. Lunke & Associates, Seattle; Laborlite Sales Co. (cleaner), through Allied Adv'g Agency, S. F.; Electric Appliances Society, through Jean Scott Frickelton, S. F.; Sego Milk Products, through Botsford-Constantine & Gardner, S. F.; Calif. Dried Fruit Stabilization Co., through Brewer-Weeks Co., S. F.; Chamberlain Laboratories (lotion), through Coolidge Adv'g Agency, Des Moines; Table Products Inc. (mayonnaise), through Lord & Thomas, L. A.

WHAS, Louisville

Tums, through H. W. Kastor & Sons; Utica Knitting Mills; Simmons Co. (beds—mattresses), through J. Walter Thompson.

Renewals: Kroger disks, Caldwell Syrup Pepsin, Purity Bakeries, General Mills, Gulf Spray, Chevrolet, Ironized Yeast, Alka-Seltzer, Drug Trade Products.

CBS network: Old Dutch Cleanser, Vick Chemical, Lehn & Fink, International Silver, Sanka Coffee, General Foods, Coca Cola.

WBT, Charlotte

Comet Rice, N. Y., through Freitag Adv'g Agency, Atlanta; Sherwin-Williams Co., announcements; Drug Trade Products, Chicago (Peruna, Acidine, Kolorbak, Hexin), through Benson & Dall, Chicago; Castleberry Food Co., Augusta, Ga., through Groves-Keen, Atlanta.

WPTF, Raleigh, N. C.

Comet Rice, through Freitag agency, Atlanta; Duo-Therm, through Brantley Advertising Agency, Salisbury, N. C.; Carolina Sales Corp. (Philco dealers), "Music in the Air."

KFI, Los Angeles

Look Magazine, one-minute disks; Dyanshine, daily announcements, through Anfenger Adv'g Agency, St. Louis; Battle Creek Food Co., participations.

NEW PROGRAMS—IDEAS

Tongue Twister Tieup

A new twist was added to group in programs in Richmond, Va., last week when the first of a new series featuring tongue twisters was aired over WRTD. The program is sponsored by Seven-Up Bottling Co., and offers prizes for participation.

The emcees, Sam Lawder and Ernest Bowman, open the program each week with the actual opening and pouring of a bottle of Seven-Up. Then visitors in the studio are asked to come up to the microphone one at a time and read rapidly a tongue-twister which they select personally from among many placed in a bowl. The tongue-twister is unknown to the participant until he unfolds the slip of paper on which it is written.

Listeners are asked to submit tongue-twisters for use on the program. For those accepted and used a "handy package" of six bottles of the beverage is awarded. To each person correctly reading the tongue twisters on the program, a similar package is given.

At the end of 13 weeks the best and most original tongue-twisters submitted are to be awarded cash prizes. The program is broadcast directly from WRTD's new Penthouse studios.

Civil Service Dramas

Radio programs to dramatize unusual incidents that happen during the work of Cleveland city employees are presented each Friday at 8:30

NBC Sustainers on KYA

San Francisco—Under an arrangement completed last week by M. E. "Bob" Roberts, KYA general manager, the Hearst network station will hereafter release NBC daytime sustaining shows which cannot be aired over the national network's two local outlets due to conflicting commercial or locally produced sustainings.

James Whitcomb Riley Serial

Chicago—"Back Home," serial by Howard McKent Barnes based on incidents in the life of James Whitcomb Riley, will be aired over NBC-Red at 8:30 EDST starting Saturday. Willard Farnum will play part of Riley, Gene Arnold will read his verse, and Carlton Brickert will do the narration.

Nesbit Paris Expo Talk on NBC

Frank C. Nesbit of the Paris International Exposition and the Veterans Pilgrimage will speak over the NBC-Blue network at 6:05-6:15 p.m. Thursday. Talk will be carried by 98 stations, including Hawaii and Canada. Nesbit, a member of Paris Post No. 1, American Legion, is doing good will work at his own expense.

"Schlepperman" With Benny

Sam (Schlepperman) Hearn will rejoin Jack Benny when he resumes over NBC-Red on Oct. 3.

p.m. through WGAR. The series is called "Your Civil Servant." It is sponsored by the Civil Service Employees Association to prepare the Cleveland voters for the fall vote on a pension plan for city employees. The program is a combination of personal interview and dramatization.

Well known colorful figures such as the local hero of a crib disaster, the city diver, the head animal trainer at the city zoo, the oldest employees of the city, and others have been selected for interview.

The series is now in its fifth week and has proved so popular it may be continued as a permanent feature of the station. Production is by Guild Productions, local broadcasting and recording company.

Air Girls' Softball

To add a new touch to Sport Broadcasts, all types of which are well received in the Kansas City area, KCKN played up Girls' Softball for the first time this year.

The broadcasts caught on quickly with listeners because it was a novelty to hear a description of girls fighting fiercely in the slam-bang kind of contest that softball has become hereabouts.

It so happened that Kansas City, Kan., developed two exceptional teams and their bitter rivalry throughout the season gave announcer Ralph Nelson plenty to get excited about.

NBC Coast Promotion

(Continued from page 1)

Robert Dwan becomes night supervisor and Robert Andrews will be shifted from the announcing staff to replace Dwan as Ellers' assistant. The promotions were made by Don E. Gilman, v. p. in charge of western division.

Tele in British Cinemas

London—Scophony, which is now installing home television sets, expects to be giving television shows in 500 cinema theaters by the end of the year.

BBC on Sept. 6 starts giving two hours of television each week day.

INS Signs Two Stations

WATL, Atlanta, and WRBL, Columbus, Ga., have contracted for the leased wire news reports of International News Service. WATL will get complete day and night reports, while WRBL receives the day service, both starting Sept. 15.

AL DONAHUE

Now Appearing

ROOSEVELT HOTEL,

New Orleans

Opens at the Rainbow Room Oct. 6th
For Fall and Winter Season
Fourth Return Engagement

AGENCIES

DONALD D. STAUFFER has been made a vice-president of Young & Rubicam, it is announced by Chester J. LaRoche, president. Stauffer joined Y. & R. in 1933 as manager of the agency's radio department. Prior to that he had been with BBDO in New York. Hubbell Robinson Jr., will be assistant to Stauffer.

MRS. ELVA TOMOWSKIE, continuing the Spokane advertising agency of her late husband, Ernest B. Tomowskie, has filed request for final disbursement of his \$48,000 estate.

GEORGE H. INCLEDON, formerly of WJJD and the Selviar Broadcasting System, has been added to the staff of Ford, Browne & Mathews, Chicago advertising agency, in charge of radio.

PHILLIP KLEIN, INC., Philadelphia agency, has appointed Ernest W. Greenfield as vice-president. In addition to his new billet, Greenfield will continue with his other duties.

Boston Television Station
Readies for Eve. Schedule

(Continued from page 1)

Station transmits on a frequency of 44 megacycles and starting in October will transmit for one hour each evening to allow television experimenters to work on their receivers. During the past year the station was on an afternoon schedule for its own experimental work.

Hope's Writers Continue Here

Though Bob Hope leaves for the coast after his next broadcast, Les White and Bud Pearson, his gag-writers, will continue to write his program for him from New York, where they will remain to fulfill their commitments to Tim and Irene and the Shuberts.

1	9	3	7
SUN	MON	TUE	WED
4	5	6	7
10	11	12	13
16	17	18	19
20	21	22	23
24	25	26	27
28	29	30	

Greetings from Radio Daily

August 30

Paul W. Kesten Fred MacMurray

M. H. Shapiro



Send for New 16-County Program Survey

SYRACUSE, NEW YORK

“Headquarters *for* Radio Facts”

Glance over these typical questions. They are a few of the hundreds recently asked and answered at Columbia.

What is the proportion of French and English listeners among radio owners in the Province of Quebec?

How many programs have been on the air 600 times or more?

What are the essential differences in the various methods of getting radio data and measuring program popularity?



What CBS stations are heard in each of the attached list of 850 counties?

What magazine publishers now use radio advertising, and what is the nature of their programs?

What are radio engineers' measurements of "Primary" Coverage and how reliable are they as an index to station "circulation"?

What programs on the air today use guest talent?

Where can we find a script writer able to adapt the works of Charles Dickens for radio broadcasting?



Why do stations have such different "listening areas" day and night?

How do the listening habits of college students compare with those of the average audience?

What copy testing techniques are available for checking the effectiveness of radio programs?

What's the difference in hours of listening by income levels in cities of 2,500 to 250,000?

How does the cost per 1,000 actual listeners to a typical thirty-minute program compare with the cost per 1,000 actual readers of a page advertisement in a leading weekly publication?



What percent of the homes in Australia have radio sets?

How much did the audience spend in order to listen in 1936? Want breakdown by cost of new sets, repairs, tubes, and electric power.

What percent of Mississippi families own radios, in towns of under 10,000?

How many radio homes are in the Pacific Time Zone, and what percent is this figure of the U.S. total?

Give us a report on the number and nature of "low-cost" network programs on the air in 1936, 1937.



What programs are now on the air, day or night, that are devoted to fashions in dress?

One of the more important jobs at Columbia is answering the many questions about radio which cross every advertising man's desk, these days. We're glad to help with them. It's part of the even more important job Columbia is called on to do: carrying, annually, the radio campaigns of more of the country's largest advertisers, than any other network.

THE COLUMBIA BROADCASTING SYSTEM

485 Madison Avenue • New York City

ORCHESTRAS MUSIC

EMERY DEUTSCH is emphatically opposed to swing. Hear him: "Swing music should be barred from the networks. Perhaps music has charms to soothe the savage breast, but swing music can and does induce barbaric emotions in listeners. In a former era warriors danced to tom-toms (the ancestor of swing) for hours before going on the war-path. And when they finally clashed with their adversary, they were not satisfied with merely killing their victims, but brutally mutilated their bodies. We cannot control radio programs so that only the normal people may listen. For this reason, my orchestra will not play swing music over the air. And I will try my best to get as many of my colleagues as possible to keep swing off the air, and in this way reduce the number of sex-crimes!"

Johnny O'Connor, Fred Waring's manager, reports that several sponsors are warm on Waring but that nothing will be done until it is known how well "Varsity Show," the Waring picture, does. His plans for fall are contingent on that.

Jimmy Dorsey starts a two-week engagement at the Netherland Plaza Hotel, Cincinnati, on Oct. 7, and moves into the Congress Hotel, Chicago, on Oct. 21.

Raymond Paige will "premiere" the new Clarence Muse-Elliott Carpenter composition, "When Harlem Moves Down South," on the Packard program when he picks up the baton next month on the coast.

Paul Whiteman, now playing in Texas, is having his hands full explaining that he does not know whether the caricature on the cover of the Saturday Evening Post, Aug. 14, is really him. There is no denying its likeness in every respect to the orchestra leader. Good natured kidding has made the bandster wonder whether someone didn't take a candid camera shot of him.

The "Homecoming" of Freddy Martin and his Magic Music to WGN and the Mutual network is scheduled for Friday night, when Freddy and his band return to Chicago's famous Aragon ballroom after a three-month tour. Returning with Freddy will be his two popular featured vocalists, Terry Shand and Elmer Feldkamp.

"Red" Norvo and his band follow Benny Goodman at the Palomar on the coast.

Music Publishers Holding Corp. is taking additional space in the RCA building to house M. Witmark & Sons, which has been occupying offices jointly with Remick, another Warner Bros. subsidiary.



PETTY CASH VOUCHER —Week ending Aug. 27th.

● ● ● Saturday....With Mickey Alpert and his fiancée, Kathryn Rand, we drive to Pompton Lakes where Joe Louis is training for his bout with Tommy Farr....Instead of seeing some ring work, we witness a beautiful shower plus N. T. G.—and Clem McCarthy in the sleeping quarters cross-firing some verbal attacks with Louis before the NBC mike. World-famous gate-crasher, One-Eye Connolly, bemoans the rain from across the road where he's sheltered under a spreading chestnut tree. Seems that Clem promised to have him air his views on the fight....Later that nite we hear WOR's graphic description of the Asbury Park fire from the site of the inferno. We didn't catch the wordslinger's tag—but whoever you are, consider yourself kissed complimented for an excellent job!

● ● ● Sunday....On the route back from Pompton we spot a beautiful fisherman's paradise—so we decide to go fishing after purchasing tackle and reel in a five-and-ten cent store!....Then we learn that a license is required, so we go hunting for the game warden—but he refused to oblige because we weren't residents. All nite we keep knocking on wardens' doors—and finally we succeeded in convincing one....We return to the lakes and after hiring a boat, buying bait and placing the oars in the locks—another rainstorm comes along—so we hold the umbrella over Mickey while he fishes—but nothing happens—except that he keeps losing his bait!

● ● ● Monday....From WBT, Charlotte, word is received that they have had many requests for old-time hymn singing by people who still croon the old-fashioned way....Recently, however, the Cunningham family auditioned and were signed for a 15-minute show. Family numbers six—father, mother and four children—who sing the rural hymns of the past in that corny way that definitely belongs to yesteryear.

● ● ● Tuesday....To the Fred Waring preview of "Varsity Show" which should have been titled "New Faces"—because this flicker makes stars out of Rosemary Lane, Priscilla Lane, Johnny Davis and Mabel Todd of the Waring crew. This picture is a credit to all concerned.

● ● ● Wednesday....Andre Kostelanetz enters the Paramount to view himself in the Jack Benny flicker—for the first time. It's been here four weeks....Milton Berle dances with a colored girl at the Harvest Moon Ball in Madison Square Garden to the shouts and amusement of thousands. Later at Lindy's with his mother he notices Henny Youngman enter. Henny notices him and decides to go over to Jack Osterman's party for Bob Hope and Del Casino.

● ● ● Thursday....Ted Hammerstein wires Lester Lee that he's purchased land up in Great Barrington, Mass., where next year he will establish a secluded colony for radio people....Don Bestor undergoes a minor operation in a Pittsburgh hospital....Helen Nolan of CBS press is another convalescent....In Portland, Ore., where he's been airing via KOIN-CBS, Ted Husing discovers that he's done 47 hours of special shows since Jan. 1 and covered some 16,000 miles to do them!

● ● ● Friday....Press Agent Sam Blake forwards a "flash" and "Exclusive": He writes "I am FIRING Arthur Boran as a client, which may or may not be one for the books"....It is, Sam! Imagine a vice versa switch-a-tion!

TOTAL EXPENSE: Three bucks for fishing tackle, \$5 for license and 25c for bait.

AUDITOR'S REMARKS: Denied! Whatsamatta? Can't you dirty your pretty hands digging worms?

Program ★ Reviews ★

HAROLD STOKES ORCHESTRA

W. A. Sheaffer Pen Co.
WOR—MBS, Fridays, 8:15-8:30 p.m.

Baggley, Horton & Hoyt Inc.

FIRST OF NEW SERIES OF MUSICAL PROGRAMS AIMED AT YOUNGSTERS MISSES AIM.

Sheaffer has lined-up Harold Stokes and his orchestra, Arthur Wright, tenor, and two choruses for this quarter-hour show which airs once weekly. Initial presentation was of no merit. Band's tempo was too slow.

Commercials which are in good taste and brief indicate sponsor is aiming the show at students returning to school next month. Show therefore should be given more life. Quarter-hour stints, once weekly, are risky unless the show is worth repeat attention by the tuners-in.

"Hammerstein Music Hall"

In addition to a couple of radio regulars, Helen Menken and Hol-lace Shaw, and the program's steady comedian, Jerry Mann, last Friday night's "Hammerstein Music Hall" on CBS had a couple of treats in the persons of John Griffin, concert tenor and soloist of St. Patrick's Cathedral in New York, and Bob Gibson, another coming vocalist. Griffin sang "When Irish Eyes Are Smiling," with a bit of choral background, and his rendition was a joy to the ear. He has a mighty pleasing voice and the ability to use it. Radio ought to have more of him. Gibson, though not yet as experienced, will bear watching.

"Yes or No"

A variation of the quiz programs, this 1:15 p.m. daily shot on WNEW differs in that listeners, instead of a studio audience, can participate, and all questions are answerable by either yes or no. Contestants are directed to mail their entries to the station at the end of each day's broadcast, adding a final question of their own, and those who show a perfect I.Q. are rewarded with theater tickets.

Questions asked are of general interest, with a sprinkling of movie, sport, current news and other topics. The contest has a certain degree of fascination.

"Your Unseen Friend"

Changing the first half of "Your Unseen Friend" into a musical sequence, with Harry Salter's orchestra and vocalists, has added a fresh note of enjoyment to this CBS program, heard Tuesday nights at 10-10:30. Salter also gives the show a musical windup after the usual but shortened dramatic skit, all of which makes for a program that is more acceptable at this hour of the night.

PROMOTION

WHO Fair Broadside

WHO, Des Moines, has put out a broadside for distribution at its Crystal Studio at the 1937 Iowa State Fair. Last year more than 50,000 persons visited the Crystal Studio. The folder gives interesting station data and is all spotted with pictures of WHO personalities and some network stars.

WISN Outdoor Advertising

WISN, Milwaukee, which recently improved its facilities, has contracted for billboard panels in the Milwaukee area to boost its audience. First of a series of 24-sheet poster boards have already made their appearance and outdoor advertising will be used by the station during the fall and winter months.

KTOK Folder

A comprehensive folder giving market data, coverage, information about programs, partial list of sponsors, testimonials on results, and other informative material has just been issued by KTOK, Oklahoma City. Station is a Mutual affiliate.

New WHK-WJAY Rate Cards

Cleveland—In connection with the shift Sept. 26 of WHK from CBS to NBC-Blue and of WJAY to Mutual, C. A. McLaughlin, general sales manager of the two stations, announces a new rate card has been issued for each of the stations to take effect on the day of the shift. The new cards comprise an adjusted increased rate schedule for the Cleveland outlets.

Moss Signed for Campana Show

Chicago — Frank L. Moss, former script writer for Bea Lillie, Martha Raye and Al Jolson, has been signed to draft the new Campana Monday evening NBC variety hour, supplementing "First Nighter," starting Sept. 20. Moss arrived here this week. Cal Tinney has been signed as emcee. Singers and band remain to be chosen. Aubrey, Moore & Wallace handling.

Gracie Barrie Booked

Gracie Barrie, now at Arrowhead Inn, plays the Earle Theatre, Washington, week of Sept. 10; the Stanley, Pittsburgh, week of Sept. 17, then to the Chez Paree, Chicago, Oct. 8, for three weeks. Herman Bernie set the bookings.

Wrong Bait

New Britain, Conn.—"Hot-Wire Herman" Goodstein, WNBC engineer, recently got wide publicity when he injected 800 volts into some wires circling a cucumber patch on the station's transmitter grounds, in order to kill the rats that were damaging the cukes. Pay-off came when a representative of the S.P.C.A. visited Herman and said "ixnay." Goodstein has torn down the wires and bought a rat trap and some cheese.



Coast-to-Coast



THIRD anniversary of the KFEL News Service, serving KFEL, Denver, listeners with news while it's hot, was celebrated Friday. Station has four daily newscasts, all sponsored.

W1XAL, Boston: Frank Lindhar, after completing a fellowship at CBS, returns today to resume his educational features . . . Louise Ryerson, announcer — and probably the only girl announcer on short waves — will spend part of her vacation in New York discussing short and long (and permanent) waves with Lisa Sergio . . . Ruth Stanford is back from vacation.

KGER, Long Beach, Cal.: David Morris has joined the announcing staff, coming from KFEL, Denver . . . Baby June La Verne, a radio "veteran" at 10, starts a new weekly series Tuesdays at 3:45 p.m. . . . Bond Harpole and Victor Eckland are handling the mike for wrestling bouts now being aired from the Long Beach Municipal Auditorium, with tickets awarded to listeners for the best 50-word letter on "Why I Like Wrestling."

WNBC, New Britain, Conn.: General Manager Richard W. Davis is paying \$2 a week to staff members for the best idea . . . Al De Lalla is vocalizing again on Thursdays after touring all summer with Bob Schneider's Texans. . . . James Mingrone's piano specialties have been added to the schedule. . . . Hal Goodwin, program director, and Mrs. Goodwin back from Washington . . . Jack Lacy, announcer, returns shortly to his studies at Teacher's College . . . Laurence Edwardson, general sales manager, predicts a banner season . . . Crean Patterson, announcer, has been bitten by the love bug . . . studios are undergoing general face-lifting.

A new series of civic sketches, "What Omaha Needs Today," has been started at 8 p.m. Tuesdays over KOIL, Omaha, by Commentator John McKay. The series replaces his former Tuesday evening "Sketches" features.

The Renfro Valley Twins, heard weekly over WTAQ, and the Johnson Twins, Velva and Viola, heard over WLBL, have been booked for appearances in connection with the Labor Day celebration Sept. 4-6 at New London, Wis.

Louis McCarthy, newest singer appearing over WRJN, Racine, Wis., is now being heard on his own program over that station.

WSPD, Toledo: Jack Fitzgerald, announcer and staff photographer, has returned from his vacation and taken over his duties as "News Reel"

reporter . . . Hay-fever has affected announcers Joe Rockhold and Bob Evans . . . Dave "The Smile Man" Zimmerman, announcer, has left with his family on a two-week motor tour . . . Mrs. Laura Jeffries, program secretary, has left with her son for a vacation trip to Washington and New York.

KVOO, Tulsa, recently broadcast the Oklahoma Open Championship Swimming Meet. The program was taken direct from the diving tower of the pool where the meet was being held. KVOO sports announcer Bob DeHaven interviewed the winner of each event as soon as he came out of the water.

Bryan J. Degnan, formerly with the advertising department of the Columbia Broadcasting Co., has been appointed to head the new school of journalism at St. Michael's College, Winooski Park, Vt.

WFAM, South Bend, Ind.: Dick Grove is a new vocalist on the staff . . . The Blue Streaks, dual piano team composed of Harlan Hogan and Art Richardes, has started a new twice-weekly series . . . "Mrs. Riley's Shopper's Guide," morning participation program, resumes a six-day schedule after being on three days during the summer.

Two of WOR's better known vocalists, Joan Merrill and Walter Ahrens, are afflicted with colds, the latter being confined to bed last week.

Hoyt B. Wooten of Memphis, owner of WREC and WHBQ, is vacationing in Miami Beach. Wooten is accompanied by his family. They have just returned from a week's visit in Cuba.

WWL scored a nice beat in New Orleans by getting two of Louisiana's senators to wire in 300 word reports on the closing of Congress and the significance of the legislation both passed and defeated. Before leaving for New York to participate in the radio-AFM meetings, Manager Vince Callahan, wired Senators Allen Ellender and John Overton to send him their stories by telegraph.

George Snell is now publicity director for KDYL, Salt Lake City.

Larry Allen, former manager of KGW-KEX, and now head of the NBC artists bureau in San Francisco, has been visiting Portland on business—and a little fishing.

Henry Blanck, who handles the half-hour job finder program Wednesday nights on WFBR, Baltimore, has been successful in placing many applicants in jobs.

GUEST-ING

LEON ERROL, on "Show Boat," Sept. 2 (NBC-Red, 9 p.m.).

STOOPNAGLE and BUD, JIM TULLY, on Rudy Vallee program, Sept. 2 (NBC-Red, 8 p.m.).

RICHARD CROOKS, on "Magic Key of RCA," Sept. 5 (NBC-Blue, 2 p.m.).

KENNY BAKER, GEORGE JESSEL, GERTRUDE MICHAEL and FRANK McHUGH, in preview of "Mr. Dodd Takes the Air," on "Hollywood Hotel," Sept. 3 (CBS, 9 p.m.).

AL JOLSON, on Ben Bernie program, from Hollywood, Sept. 14 (NBC-Blue, 9 p.m.). Booked by Herman Bernie.

JAN PEERCE will sing opposite JESSICA DRAGONETTE in "Robin Hood" on the Beauty Box theater Sept. 1 (CBS, 9:30 p.m.).

CHICK WEBB and his Quintet, ELLA FITZGERALD and WALTER GROSS, on "Swing Club," Sept. 4 (CBS, 8 p.m.).

MILDRED BAILEY and RED NORVO, on Benny Goodman Swing School Sept. 7 (CBS, 9:30 p.m.).

BERNICE CLAIRE, on "Hit Parade," Sept. 1 (NBC-Red, 10 p.m.).

GERMAINE BURYERE, on "Story of Song," Sept. 7 (CBS, 3:30 p.m.).

CHANNING POLLOCK, repeat booking through Dorothy Worthington, on "Magazine of the Air," Sept. 3 (CBS, 11 a.m.).

DOLORES DEL DIO, BORIS KARLOFF and MARIO CHAMLEE, on "Kraft Music Hall," Sept. 2 (NBC-Red, 10 p.m.).

CONRAD THIBAUT, on "Cavalcade of Music," Sept. 15 (CBS, 8 p.m.).

RAMON NOVARRO, on "Hit Parade," Sept. 8 (NBC-Red, 10 p.m.).

GREGORY RATOFF and CONNIE BOSWELL, on Ben Bernie program, Sept. 7 (NBC-Blue, 9 p.m.).

MIDGE WILLIAMS, on "Town Hall Tonight," Sept. 8 (NBC-Red, 9 p.m.).

WROK Airs Farm Outing

Rockford, Ill. — The Trask Bridge picnic, held Aug. 25 with about 65,000 in attendance, was aired by WROK with its mobile unit, WAAR. Besides broadcasting the speeches, entertainment was provided by the Black Hawk Valley Boys and the Livingstone Trio of WROK. Kaye Kreamer was "inquiring reporter," subbing for Bill Traum, who is on vacation.

Fight Decision Today

Decision is expected to be handed down today by Supreme Court Justice Ferdinand Pecora in the injunction case of NBC, et al, against Transradio, seeking to stop the latter from giving a blow-by-blow account of the Louis-Farr bout tonight simultaneously with the progress of the fight.



THAT hardy perennial, Frank Watanabe, is off on another Don Lee-Mutual series labeled "Frank Watanabe and Rudolph" in which the bi-lingual Eddie Holden, for the first time, will play both leading roles—Japanese and Mexican. Grover Jones, screen writer, is co-author of the new series, David Kerman and Georgia Fifield in leading roles. William Austin, other half of "Watanabe and the Professor," joins the faculty of Jack Oakie's Camel college.

Participating sponsorship brings "Happy" Jack Kay's Breakfast Club back to KFI each morning.

Fox-West Coast Theaters have Louis Prima and his orchestra joining Ed Lowry on his "Sing Time" show over KHJ-Don Lee on Aug. 31.

Harry Witt and Don Forbes are away from their CBS desks on vacations.

Lanny Ross is here to prepare for the new Packard series.

Frank Woodruff, Lux producer, doubled on the Kraft program last week because of vacationing J. Walter Thompsonites.

Lou Silvers, one of Hollywood's leading musicians, returns again as musical director of the "Lux Radio Theater," which comes back to the air, Sept. 13.

"Let's Go Hollywood," new KFVB variety show, makes its bow for Clairol on Sept. 22. Eddie Dein furnishes script, Owen Crump will be emcee, and Leon Leonardi supplies the music.

Virginia Flohri has left Cedars of Lebanon Hospital and is recuperating at home. Expected to resume her KFI program for Packard in a couple of weeks.

"The Newlyweds" will be Listerine-sponsored over CBS Pacific Coast net beginning Aug. 30. Howard Swart, who writes the script; Mary Lansing, Elvia Allman and Charlie Lung remain prominently cast.

Douglas Mooers added to the sales staff at KHJ. Formerly division sales manager for Seagram Distillers.

KFI will remote Sunday jam sessions of "Stuff" Smith and his crew from the Famous Door with an added guest artist each week.

ONE MINUTE INTERVIEW

RAY PERKINS

"I wish someone would think up a new name to take the place of 'master of ceremonies'. The phrase has been hacked, banded, misused, abused, and filly-dooed around so loosely that no one knows exactly what it means. Anyhow, the style of emcee who kids the performers, the leaders, and the audience is waning."

RADIO PERSONALITIES

No. 63 in the Series of Who's Who in the Industry

VERNON RADCLIFFE, radio production manager, WPA Radio, New York, has one of radio's most interesting jobs. Tall, lean, dynamic, he has built up a producing unit of 141 actors, authors, directors, sound men and research workers, to serve 74 hours of air time monthly. "Northland Lumberjacks," "Spy Stories," "Great Americans," "Great Men In History," etc., are already blazing new paths in radio. One program is running in three editions on different stations and is about to be translated into Italian.

Radcliffe is one of the program pioneers in radio, his first production being the famous "Gold Dust Twins," which he wrote and directed for a sponsor on old WEAF at 195 Broadway. While with NBC he created "The Radio Guild Hour" of great plays which he arranged for the air and directed for six years on a nation-wide network. It is this hour, the forerunner of the Lux Theater, which is credited with developing the possibilities of drama on the air. Other shows under his direction that built big audiences, were "Real Folks," "Harbor Lights," "Forty Fathom Trawlers," "Big Guns," "Country Doctor," "W.7," "Irene Rich," "Charlie Chan," and "Hour with Shakespeare." He was the director of "The Seth Parker Expedition" which broadcast down the coast from a four-masted schooner. He put on the first audition of the "Rogue Song" which began the Palmolive hour. He was the first production director of the Vallee Hour. There was hardly a big feature dramatic show on the networks over a period of years that Radcliffe was not concerned with and he has started innumerable stars on their radio careers. The actors are behind Radcliffe as he is known as the actor's friend.

The remarkable thing about WPA programs is that their success has been achieved by the efforts of the unemployed, surprisingly enough, some of the outstanding stars of recent years on Broadway. Radcliffe is a member of The Players, The Comedy Club and the Marshall Chess Club—chess being one of his hobbies. He has three children.



Produces 74 hours of air drama monthly...

New \$100,000 Quarters For WCCO, Minneapolis

(Continued from page 1)

electrical equipment from the panels in the master control room to the microphones in the studios. Entire Elks Club building is to be remodeled, both exterior and interior, to be ready for occupancy by Feb. 1.

Space to be occupied by WCCO will include approximately 13,000 square feet.

Fred Semmens, CBS designing architect, drew the plans for the new WCCO headquarters. Hugh McCartney, chief engineer of WCCO, will be in charge of construction work. Station has had its headquarters in the Hotel Nicollet since March 4, 1925.

NEW ORLEANS

"Fazzola" who was born Prestopinik and christened Irving, has joined Ray Miller and his orchestra to blow a clarinet. Miller, who concluded a long and strong engagement at the Blue Room, goes into the Century Room of the Adolphus Hotel at Dallas.

Al Donahue, who replaces Miller in the Blue Room, will take to the air over three stations—WWL, WDSU, WSMB.

Press Agent Henry Dupre of a local radio station got locked in the bath room and couldn't get out until help came.

'Heinz Magazine' Schedule Gets Revamped This Week

(Continued from page 1)

11:15-11:30 a.m. Monday, Tuesday and Thursday, and 11-11:30 a.m. Wednesday and Friday. New programs will feature a dramatic sketch, "Carol Kennedy's Romance," daily, and Julia Sanderson, Frank Crumit, Bill Adams and B. A. Rolfe's orchestra on Wednesday and Friday. A coast repeat broadcast will be aired at 3:15-3:30 p.m. except Wednesday and Friday, when show will be heard at 3-3:30 p.m.

New Broadcasting Firm

Omaha—Great Western Broadcasting Co. has been started here by Sam Klaver and Belzer, with offices in the Patterson Block, and application has been made to the FCC for permit to erect a 100-watt station.

SAN ANTONIO

Grand Prize Beer is sponsoring a new 2½-hour Saturday night dance party over KMAC at 10:30-1 a.m.

Station Manager Hugh Al Half of WOAI is vacationing in California.

Marie Walsh of KTSA's program department gets back from New York this week.

New weekend morning feature recently started on KONO is titled "You Bet Your Life." Idea is to help lessen auto accidents.



DON THORNBURGH, CBS west coast vice president, Jimmy Shouse, manager of KMOX, CBS owned and operated station at St. Louis, and Kelly Smith, boss of Radio Sales, Inc., CBS spot subsidiary, huddling here last week.

Dorothy Gish's and Harold Vermilyea's taking over "Couple Next Door" leads has not worked out so auspiciously for Chicago radio. Because of theater commitments it is moving to New York and taking along several established radio names including announcer Pierre Andre, Director Stephen Gross and Actress Ethel Owen.

Bobby Breen will be guest singer with the Chicago Philharmonic orchestra on Saturday, Sept. 4 playing in Grant Park.

Rube Appleberry cast for Campbell Cereal on WGN includes Lawrence Read, Paul Fogarty and Connie Wells.

Fibber McGee and Molly, accompanied by Harlow Wilcox, trek to Detroit tomorrow to make a commercial short for Chrysler.

Myrna Dee Sergeant, who broadcasts WAAF's Women's Program is away on vacation.

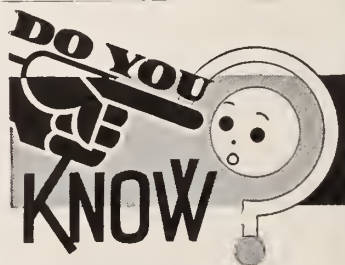
BOSTON

Ed Lord has finished at WEEL and today starts his new duties as station manager at WLNH at Laconia, N. H.. Ed has been assistant production manager and musical director at WEEL for the past four years.

Holy Cross football games will be aired over WEEL under sponsorship of Atlantic Refining. Games will be fed to four other New England stations, WORC, WDRC, WPRO and WMAS.

Duchin for Kopper's Koke

Kopper's Koke Co. through Batten, Barton, Durstine & Osborn has signed Eddy Duchin and his orchestra for a fall series of programs to be aired over a two station hookup (WEAF, New York, and KYW, Philadelphia) Fridays, 7:30-8 p.m., beginning Sept. 24.



Ted Lewis will never perform, whether it be radio broadcast or phonograph recordings, without that battered hat—the same one he has used as a trade mark for twenty years.



RADIO DAILY

Serving the Better Interests of Commercial Radio and Television



VOL. 2, NO. 43

NEW YORK, N. Y., TUESDAY, AUGUST 31, 1937

FIVE CENTS

Ford Off World Series

NEW COAST OFFICE FOR JOHN BLAIR CO.

John Blair & Company announces opening a Los Angeles office September 1st at 438 Chamber of Commerce Building with Carleton E. Coveny, manager. Coveny has been commercial manager of KFAC, Los Angeles, of which E. L. Cord is principal owner. Formerly commercial manager of KJBS, San Francisco and of Northern California Broadcasting System. Served as director San Francisco Advertising Club last year.

Deal was handled through Lindsey
(Continued on page 3)

Liggett & Myers Fall Program Plans Readied

Liggett & Myers Tobacco Co. (Ches-terfield cigarettes) has set its new fall and winter radio plans. Present Wednesday night series, which is heard over a CBS network of 94 stations at 9-9:30 p.m., features Andre Kostelanetz and Frank Parker. New series, beginning Sept. 29, will retain same network, but will drop Parker and present guest stars each week instead. Those to be heard, in

(Continued on Page 3)

Irna Phillips Writing New P. & G. Program

Irna Phillips, prolific writer of drama serials, has signed a long term contract to provide scripts for a new series to be broadcast over both the NBC-Blue and Red networks, starting Sept. 13. This makes the third currently broadcast serial written by Miss Phillips.

Entitled "Road of Life," the story will concern the life of a young doc-
(Continued on Page 2)

Trees Are Safe

Chicago—The Arkansas Wood-chopper (Luther Ossenbrink) of WLS Barn Dance crew has acquired a fancy new bus complete with two sets of matched golf clubs, fishing tackle, horseshoes, tennis rackets, nets, and balls, target rifle, soft balls and bats, a steak roaster, and movie outfit. But no axe!

Exploitation

Chicago—Studio guests of the Wrigley show in WBBM's Audience Theater run a long gauntlet of easels, about 10 feet apart, of Wrigley advertisements blown up from newspapers and mags, when passing through first floor of building on way to studio. They also get a free stick of gum to relax them while listening. And at the conclusion a copy of the commercial continuity for the evening.

Walter Preston produces the show.

HIGH NEWS STANDARD BIG HOPE OF ARNEW

Chicago—Replying to Dwight Burroughs' article in RADIO DAILY on Standards in Radio News, Al Hollender, executive secretary, Association of Radio News Editors and Writers announced yesterday the prime objective of the ARNEW convention here September 10th to 12th would be establishing of standards in radio newscasting. They hope to form code of ethics to guide news editors.

Hollender said: "Questions regarding various practices that have been both condemned and praised
(Continued on Page 3)

Paramount Signs Heatter

Gabriel Heatter, commentator, was signed yesterday by Paramount News. Contract is reported as being for one year with options running four additional years.

Court Enjoins Transradio From Broadcasting Fight

Don Lee Producing Test Show With MCA

West Coast Bureau, RADIO DAILY

Los Angeles—Music Corporation of America is collaborating with the Don Lee Broadcasting System in producing a test series titled "Script Teasers." Basic idea is to weave the title of a popular song into the lines
(Continued on Page 2)

Drops Option at Last Minute After Three Seasons—Policy of Retrenchment Blamed

NEW CALL LETTERS SOUGHT BY WHK-WJAY

Cleveland—H. K. Carpenter, vice-president of the Cleveland Radio Broadcasting Corporation and general manager of WHK-WJAY, has sent a formal application to the secretary of Federal Communications Commission requesting permission to change the call letters of WJAY to WCLE on September 26 when the station becomes an affiliate of the Mutual Broadcasting System.

Carpenter said in application that a new transmitter site was being used by the station as well as new
(Continued on Page 3)

Hartman Agency Sets Radio Expansion Plans

Chicago—George H. Hartman, president of the George H. Hartman agency, in announcing the appointment of Thomas V. Kivlan, former WBBM sales executive, as radio director of the agency, effective Sept. 1, also revealed plans for intensive specialization in use of radio for promoting direct retail sales. In this connection immediate construction of an acoustically treated studio and client's audition room with electrical transcription facilities at agency
(Continued on Page 3)

Ford Motor Co. has dropped its option on the forthcoming World's Series, after being associated with the baseball classic for the past three seasons. This leaves the series open, virtually at the last minute, with the N. W. Ayer & Son, Inc., agency seeking a likely buyer. Ford is reputed to have paid approximately \$75,000 for the broadcast rights last year, apart from time bought on all major networks.

Although the Ayer agency confirmed the sudden decision by Henry
(Continued on Page 3)

AFM IS OPTIMISTIC ON FAIR ADJUSTMENT

Officials of the AFM told RADIO DAILY yesterday that they were highly gratified with the move made by the Independent Radio Network Affiliates and that they were sure an amicable adjustment would be worked out, satisfactory to both the AFM membership and the broadcasters. Officials pointed out that they were obligated to heed the woes of the 25,000 or more unemployed
(Continued on Page 6)

Drug Ass'n Will Air On 12 Eastern Outlets

The New York State Pharmaceutical Association yesterday revealed plans for an extensive radio "Good-Will Hour" to begin this fall. Series will be piped to 12 eastern states
(Continued on Page 3)

A Plug for Uncle Sam

The NBC order which requires the sign-off orchestra to play the Star Spangled Banner, is somewhat of a headache to the night club owners with a remote wire. It is not a question of patriotism they say, but an awkward situation when some customers just can't get to their feet at 1 a.m.



Vol. 2, No. 43 Tues., Aug. 31, 1937 Price 5 Cts.

JOHN W. ALICOATE : : : Publisher

DON CARLE GILLETTE : : : Editor

MARVIN KIRSCH : : : Business Manager

Published daily except Saturdays, Sundays and Holidays at 1501 Broadway, New York, N. Y., by Radio Daily Corp. J. W. Alicoate, President and Publisher; Donald M. Merseuer, Treasurer and General Manager; Chester B. Bahn, Vice-President; Charles A. Alicoate, Secretary; M. H. Shapiro, Associate Editor. Terms (Post free) United States outside of Greater New York, one year, \$5; foreign, year, \$10. Subscriber should remit with order. Address all communications to RADIO DAILY, 1501 Broadway, New York, N. Y. Phone Wisconsin 7-6336, 7-6337, 7-6338. Cable address: Filmday, New York. Hollywood, Calif.—Ralph Wilk, 6425 Hollywood Blvd. Phone Granite 6607.

Entered as second class matter April 5, 1937, at the postoffice at New York, N. Y., under the act of March 3, 1879.

FINANCIAL

(Monday, Aug. 30)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Am. Tel. & Tel.	166 ⁷ / ₈	166 ¹ / ₈	166 ³ / ₈	— ³ / ₈
CBS A	28	28	28
CBS B	27	27	27
Gen. Electric	53 ³ / ₈	52 ¹ / ₈	53 ¹ / ₄	+ ³ / ₄
North American	25 ¹ / ₄	24 ⁵ / ₈	25	+ ¹ / ₈
RCA Common	11 ⁵ / ₈	11 ¹ / ₄	11 ⁵ / ₈	+ ¹ / ₂
RCA First Pfd	74	73 ³ / ₄	74	+ ¹ / ₂
Stewart Warner	17	17	17	+ ¹ / ₈
Zenith Radio	43	41 ¹ / ₄	43	+ 2

NEW YORK CURB EXCHANGE

Hazeltine Corp.	16 ⁵ / ₈	16 ⁵ / ₈	16 ⁵ / ₈	+ ¹ / ₈
Majestic	3	3	3
Nat. Union Radio	13 ¹ / ₄	13 ¹ / ₄	13 ¹ / ₄

OVER THE COUNTER

	Bid	Asked
Stromberg Carlson	12 ¹ / ₂	14

American Legion Time

Representatives of the National American Legion will meet early next month with program directors of all local and network stations in New York in an attempt to line up as much available time as possible during the American Legion convention to be held here Sept. 20-23. Legion will attempt to give a blanket coverage, via radio, of all activities during the convention.



Radio Newsfeatures

Available to only one radio station in each city

Details on Request

Represented exclusively by

Stephen Slesinger, Inc.
250 Park Avenue New York

NETWORK SONG FAVORITES

Following is an accurate list of performances for the week ending Aug. 28, covering songs played from 5 p.m. to 1 a.m. on CBS and two NBC networks. Only compositions played 15 times or more are included. This listing is a regular Tuesday feature in RADIO DAILY.

Selection	Publisher	Times Played
That Old Feeling (Leo Feist Inc.)	37
My Cabin of Dreams (Irving Berlin Inc.)	31
I Know Now (Remick Music Corp.)	30
Whispers in the Dark (Famous Music Corp.)	30
Can I Forget You (Chappell and Co.)	25
Yours and Mine (Robbins Music Corp.)	24
Loveliness of You (Miller Music Corp.)	23
So Rare (Robbins Music Corp.)	23
Have You Got Any Castles Baby (Harms Inc.)	22
Afraid to Dream (Miller Music Inc.)	20
Remember Me (Witmark and Son)	20
Sailboat in the Moonlight (Crawford Music Corp.)	20
First Time I Saw You (Sanfly Bros. and Joy)	19
Stop, You're Breaking My Heart (Famous Music Corp.)	19
Caravan (Exclusive Publications)	18
Stardust on the Moon (E. B. Marks Music Co.)	18
Gone With The Wind (Irving Berlin Inc.)	17
Harbor Lights (Marlo Music Co.)	17
In A Little Carolina Town (Crawford Music Corp.)	16
Satan Takes A Holiday (Lincoln Music Co.)	16
Where or When (Chappell and Co.)	15
Moon Got In My Eyes (Select Music Co.)	15
So Many Memories (Shapiro-Bernstein Corp.)	15

Irna Phillips Writing New P. & G. Program

(Continued from Page 1)

tor and the different types of humanity he encounters. Programs will be presented twice daily, Mondays through Fridays, from 11:15-11:30 a.m. on NBC-Blue and afternoon repeat from 4:45-5 p.m. over the NBC-Red.

Series is sponsored by Procter & Gamble.

Rogers Memorial on NBC

Colorado Springs—Climaxing a three-day Will Rogers Memorial Rodeo at the Broadmoor Hotel polo grounds, the Will Rogers Shrine of the Sun on Cheyenne mountain will be dedicated on Labor Day, Sept. 6, at 11 a.m. MST. The proceedings of the services will be broadcast by NBC to their nation-wide audience.

As the services start a solemn procession of notables including statesmen, actors, aviators, cowboys, Indians and friends will go up the mountain to the shrine, preceded by a saddled riderless horse. Vibraharp and chimes which were installed in the shrine will play for the first time, and will lend a background for the radio description of the services. Favorite western songs of Rogers will be played.

Electric Organ Sponsor

The first radio campaign to be sponsored by the Hammond Organ Company starts Sept. 9 on WQXR. Contract for a weekly half hour has been placed with that station by J. Walter Thompson Co.

The weekly organ recital will feature the distinguished organist, C. A. J. Parmentier and occasional guest artists, who will be heard over WQXR every Thursday from 8:30-9 p.m.

Don Lee Producing Test Show With MCA

(Continued from Page 1)

or action of the script and have listeners submit their guesses.

Buddy Rogers will be the emcee headliner, with Tommy Harris and a 20-piece orchestra and Pat McKay, fem, rhythm singer. Ward Byron is writing script for the teasers, MCA execs are sitting in on production, and Don Lee will release over its chain on the coast.

Cliff Hall As Emcee

Cliff Hall, "Sharlie" to Jack Pearl's "Baron Munchausen," will join the cast of the "Hometowns' Show" as m.c. when the musico-comedy program moves into a half hour period beginning Sept. 4, from 8-8:30 p.m. over the NBC-Blue network.

Swor and Lubin, popular black-face comedy team, the Ink Spots, vocal and instrumental exponents of the Harlem "Low-Down" and Bill Werges and his orchestra will continue in their featured roles.

More Football for WBAP

Ft. Worth, Tex.—WBAP, Ft. Worth, in addition to being a major TQN unit for Southwest Conference football games under sponsorship of the Humble Oil Co., Houston, will also be a member station of several supplementary network broadcasts in connection with featured Intra-Conference tilts. Franke-Wilkinson-Schiwetz, Inc., Houston, is the agency for the Humble account. WBAP will usher in Fall gridiron broadcasts on October 2, when Texas Christian University plays Arkansas U., at Fayetteville, Ark. Cy Leland will handle the play by play version of games for WBAP and the Texas Quality Network.

COMING and GOING

FRANK KING of WMBR, Jacksonville, Fla., is in town.

JOHN DODGE from WMAL, Washington, D. C. was in town for a day.

ED FOX of CRA arrived in N. Y. yesterday and will stay here for a few days.

BEN BERNIE and his brother, HERMAN, leave for Hollywood Sept. 7.

EDWARD ZIMMERMAN, vice-president and general manager of KARK, Little Rock, Ark., is in New York discussing staff musicians for stations.

JACK BELL, commercial manager of WCMI, Ashland, Ky., left for Texas with MRS. BELL.

BING CROSBY left Saratoga en route to Hollywood.

ROCCO VOCCO of the Warner Music firms, leaves for Hollywood today or tomorrow on business.

RALPH WONDERS is scheduled to leave some time this week for Cleveland and points west on an inspection tour.

DON CARLE GILLETTE, editor of RADIO DAILY, is vacationing from his blue-penciling duties.

HOWARD PILL, WSFA; C. U. PRICE, KFH; FRANK KING and GEORGE WILLINGS, WMBR and ARCHIE TAFT, KOL, are in town.

VIRGINIA LATIMER, secretary to A. A. Schechter, NBC news and special events director, is off on a six-day Bermuda-Halifax vacation.

NORMAN SEIGAL, radio editor of Cleveland Press, flew in yesterday for a short business trip.

BEN LARSON, Ruthrauff & Ryan radio executive, flies to Hollywood tonight and will act as consultant on new Lifebuoy-Al Jolson series.

TED WEBBE, chief announcer at WNEW returned from a two-week trip through New England yesterday.

PEGGY MORRIS, WOR secretary, left yesterday for a vacation in Canada and New England States.

New Portland Outlet

Portland, Me.—Portland Broadcasting System, which recently received a grant for a new station from the Federal Communications Commission, will begin construction on the station within a month. Station, to be located in Portland, Me., will be identified as WGAN.

Bird's Eye Foods Campaign

Bird's Eye Foods yesterday announced that advertising expenditures for the fall and winter season will be increased 40 per cent, with radio planned for three cities. E. T. Gibson, president, revealed that in addition to other medias, daytime radio programs, yet to be selected, will be used over stations in New York, Chicago and Boston. Young & Rubicam is the agency.

"Hams" to Hold Convention

Stockton, Calif.—Several thousand "ham" operators from all parts of the west are expected to attend the 18th Pacific Division ARRL convention here Sept. 4, 5 and 6, sponsored by the Stockton Amateur Radio Club, Inc.

George Scott, W6IKG is general chairman of the convention committee. Show to be held in the Civic Memorial auditorium.

RADIO EVENTS, INC.

AN INDEPENDENT PRODUCING GROUP
SERVING ADVERTISING AGENCIES535 Fifth Avenue,
New York, N. Y.From script to production—
that extra something that's good radio

FORD OFF WORLD SERIES IN RETRENCHMENT POLICY

(Continued from Page 1)

Ford not to sponsor the World's Series, the status of who controls the options through a deal with Judge Landis, is still believed to be the same agency, through a "gentlemen's agreement."

Ford policy of late is reported as being one of retrenchment in so far as radio is concerned, since he recently decided to drop the Universal Rhythm show after Sept. 12, and is cutting down on overhead of the Sunday Night Concerts which return on the same date.

Another angle may be that the Giants have closed in on the Cubs the past week and a N. Y. inter-city club contest is not considered as interesting to a mid-west audience.

Hollender Clarifies ARNEW News Standard

(Continued from Page 1)

by various station owners and managers have flooded ARNEW offices. Convention committee is anxious to establish a working code at forthcoming meeting. To this end, such men as Boake Carter, Leo Fitzpatrick and Tom Flannigan have been invited that visiting news editors may hear what is expected of them from station managers and sponsors, and also learn how recognized authorities prepare their material."

Such problems as pronunciation, sex stories, foreign news and several others will be on the fire throughout the meeting. Convention committee hopes to turn convention into school and distribute as much information and instruction as is needed.

New Call Letters Sought by WHK-WJAY

(Continued from Page 1)

studios and equipment making it an entirely new and different station from what it has been under the WJAY call letters. It was also stated that the entire program structure of the station would be changed on September 26th.

Ford Farewell Party

Washington Bureau, RADIO DAILY

Washington—Gene Ford, former manager of the Capitol Theater here, was tendered a farewell party last night at the Willard Hotel prior to assuming his new duties with WHN, N. Y. under Louis K. Sidney.

WANTED: SALESMAN!

Must have station to station experience. All communications held in strict confidence. Our staff knows of this advertisement. Write Box A-110, RADIO DAILY, 1501 Broadway, New York City.

NEW PROGRAMS—IDEAS

"Curbstone Cash"

WWSW, Pittsburgh, broadcasts one of the most unique programs on the air at 2-2:15 p.m., Monday through Friday. It is called "Curbstone Cash," sponsored by Louis Deroy & Brothers, jewelers. Anyone may go to sponsor's store and register. Each day three judges choose a winner from some interesting feature of the handwriting. The winner's name is announced on the broadcast, which goes on the air directly from the lobby of Deroy's store, and winner must prove identity at the store before 1:30 p.m. the following day, thus collecting \$5.44 at time of broadcast. If winner fails to appear money is held over and another \$5.44 is added, continuing until a winner appears. Entertainment consists of "Radio Swaps." Walt Framer, originator of the program, "swaps" gifts from the stock of the sponsor for useless articles which persons in the crowd may have in their possession.

KMOX Signature Adaptation

"The Voice of St. Louis" in reality becomes the vox popper "voice of St. Louis" with the inauguration of the

Hartman Agency Sets Radio Expansion Plans

(Continued from Page 1)

headquarters, on North Michigan Avenue, is planned.

Kivlan, now vacationing, is widely known locally as a "box top" specialist. He has been with WBBM five years, prior to that was with WIBO. He has built many programs around merchandising and sales ideas rather than fitting copy to stock productions. Among his unusual sales stunts were the "When It Rains It Pours" announcements for Morton Salt on days when baseball was rained out; and those whispered announcements at midnight or after "Can't Sleep, Try Hexin" announcements to publicize headache tablets.

Accounts first brought to radio by Kivlan include Nelson Brothers, spending \$150,000 annually locally; Illinois Meat Company, Starck Piano Company, and Automatic Soap Flakes. Most of these campaigns have featured contests and special offers as a direct yardstick of sales success.

Programs developed under his supervision include Eddie and Fanny's Radio Gossip Club; Broadcast Rhymesters, Meet the Missus, Flanagrams, Tenth Inning, Dugout Dope, Major McGonicle's Old Time Melodramas, and the Warehouse Pianist.

Another Gottlieb

Lester Gottlieb, Mutual Broadcasting System publicity co-ordinator, yesterday became the father of a baby girl. Mrs. Gottlieb is convalescing in the Peck Memorial hospital.

new program starting Sept. 4 from 6-6:30 p.m.

Program, which obtained its title from the station's signature, consists of an invitation to 16 listeners in which they will be given an opportunity to express their views on four questions each week. Quiz pertains to international, state, national and local subjects. The invited may appear on the program if they so desire, or to send in questions that they might like to hear discussed.

Each question will be discussed by four of the sixteen persons on the program. Two will take the affirmative, and two the negative and a debate type of discussion will be conducted.

WIOD's Mixed Inquiring Mike

WIOD, Miami, has inaugurated a new version of the "man on the street" variety of program. There's a woman in the case, too. It works this way: Mr. Town Talker interviews the ladies and Mrs. Town Talker does the honors with the men. The program has been named the "Two Town Talkers" and broadcasts every noon except Sunday, stopping at a different RCA dealer's shop every day.

New Coast Office For John Blair Co.

(Continued from Page 1)

Spight, vice-president and San Francisco manager. L. A. office was set up to care for mounting business in southern California area and to promote Blair Productions, program and production affiliate, since Hollywood has such wealth of talent.

Liggett & Myers Fall Program Plans Readied

(Continued from Page 1)

order named, are: John Charles Thomas, Jose Iturbi, Nino Martini, Elizabeth Rethberg, Albert Spaulding, Lucrezia Bori, Didu Sayao, Jascha Heifetz, Lotte Lehman, Ezio Pinza, Kirsten Flagstad, Rose Bampton and Lily Pons.

A two-a-week football series will also be inaugurated by the sponsor over CBS. Programs will be heard over a hook-up of 62 stations every Thursday and Friday from 6:30-6:45 p.m. beginning Sept. 16. Eddie Dooley and Paul Douglas will handle the series which will consist of football summaries and forecasts.



**IN A
CLASS
BY ITSELF**

INTERSTATE BROADCASTING CO.
730 Fifth Ave., New York

TRANSRADIO DECISION MAY SET A PRECEDENT

(Continued from Page 1)

ner agency had bought and paid for a "property right." At the hearing held last Wednesday, Justice Pecora, asked attorney I. W. Digges, to submit papers showing just how Transradio planned to cover the fight for its subscribers.

In his decision, Justice Pecora said in part: "... Defendant's attorney has informed the court that it is its plan to obtain tips from the ringside and to authenticate them by Transradio representatives located at points of vantage outside (of the Yankee Stadium) but within view of the ringside. Ordinarily such action would constitute unlawful appropriation of the exclusive property rights of the plaintiffs... under the circumstances the court cannot readily draw any conclusion other than that the plan by the defendants cannot be utilized without an unlawful appropriation of the substance of the plaintiffs' broadcast."

Prior to the bout yesterday, Transradio stated it would send out no fight descriptions, running story or otherwise. Summaries and bulletins after the fight would be used as usual, however, but nothing was to be sent out during course of the boxing match, in effort to live up to the court ruling. The Pecora decision establishes a precedent here on future sporting events sold to an advertiser.

Drug Ass'n Will Air On 12 Eastern Outlets

(Continued from Page 1)

and, according to present plans, will emanate from WOR and be aired over a Mutual network. Program favored to date is a musical series with American vocalists and instrumentalists competing for free scholarships which will enable them to study abroad. Individual Fair Trade manufacturers will be asked to band together to sponsor the series.

J. P. Muller & Co. will handle the account.

A New Package!
**TED WALLACE
SING-BAND**
featuring
**Joan BROOKS
RHYTHM-QUADS
PAUL JOHNSON
3 LITTLE CHICKADEES
The THREE OARSMEN
T's BARREL HOUSE QUINTETTE**
Sing SATIONAL!

NBC
Studio 8-H
WJZ-TONITE
Phone CI 6-1345 for
Complimentary Tickets



THE several announced guest appearances of Amos and Andy on various coast-to-coast shows have simmered down to a grand total of one, and that lone guesting will be done on the Packard initialer. The visit with Jolson on CBS did not arouse noticeable enthusiasm around NBC; the Lord and Thomas office was similarly cold to the Burns and Allen program for another agency; and the boys themselves turned down the Dallas exposition deal because of its jamming their rehearsals and daily schedule.

Walter Biddick Co.'s radio programs division closed a deal with Associated Broadcasting Co., Ltd., Montreal and Toronto, for the entire Biddick library of half-minute transcriptions covering all types of business. Disks were produced by Ted Turner, head of the department.

Bill Fields, Charlie McCarthy, Joe E. Brown, Jack Benny and Mickey Mouse were guilty of a nice gesture when they contributed from this end to a special broadcast by NBC in Boston for the sole entertainment of little Sally Hurley, bedridden daughter of Governor Hurley of Massachusetts.

Don Gilman is in San Francisco effecting some changes in personnel and set-up of NBC headquarters in the Bay City, which probably means several additional transfers of manpower to Hollywood. Eleven people have been added to the local NBC payroll during the past week, most of these have been minor positions, however.

Max Terr's choral group is waxing a set of 13 transcriptions for Real-tone. Bert Gottschalk, Electro-Vox studios, is doing the work.

Frank Fay and Ben Pollack and his orchestra piped an audition East during the past week, reputedly for the critical judgment of a refrigerator account.

"Lady of Millions," transcription series produced and waxed by Associated Cinema Studios with May Robson in the title role, has been set on a five-times-weekly schedule over KNX starting October 18. The Bauer and Black show will be on at 3:45 to 4:00 p.m., Mondays through Fridays.

KMTR has a new commentator in Bernard Grey, who will be heard twice weekly, Saturday nights at 8:30 and Mondays at 7:15.

DX broadcasts have been resumed over KMTR after being muted for several months. Fans may catch the revived programs at 12 midnight Friday, running through to 12:30 a.m. Saturday.

Edward Wallerstein, sales manager for RCA-Victor Records, is in town confabbing with Harry Myerson, head of the local plant.



● ● ● Ben Bernie is through with American Can on termination of present contract!...Understood that eight agencies are bidding for the show with guests offering beaucoup dough for half-hour airing...Ben Larson will handle production on the new Al Jolson show...Nick Lucas will fade on the Al Pearce-Ford show shortly!...Keith Fowler has been rushed to the Coast for extra scribbling on the Chase & Sanborn hour...Max Eastman and Arthur Boran will audition for CBS this week on their new show...Cartoonist Ham Fisher and Teddy Bergman are re-vamping "Joe Palooka" for a fall series with Clem McCarthy set to do the fight-caster's part. Show will be waxed tonite... (Baby) Rose Marie opens at the Roxy Friday—her first theater engagement in N. Y. and therefore should click at the box office...Jean O'Neill has been set for three shots on the Alka-Seltzer show...William Hargrave, baritone of the Hipp. Opera, makes his debut today as a soloist on CBS' "Story of Song" show... Joan Edwards DID NOT appear on yesterday's "Melody Revue" (as reported elsewhere!) and the Tune Twisters have a few weeks to go before the show will feature only Barry McKinley, Lloyd Schaeffer's music and Lyn Murray's choir.

● ● ● Jackie Coogan has been on the air dozens of times as a guestar or show of his own...Last week he walked out of the Charlotte Hotel in N. C. when Lee Kirby was airing his Question Box show via WBT. Lee, not recognizing Coogan, asked "The Kid" over to the mike to answer a few ordinary questions...However, when Jackie told his name, the WBT announcer almost lost his breath but continued with the show as though he were talking to Mr. X... "Imagine having a fellow like that around and not knowing him", Kirby said later. "It's like sitting on a volcano and thinking it's an ant hill!"...WFAM's (South Bend, Ind.) "Two Way Harmonies", organ-piano duet features two artists a block apart!... Piano by Harlan Hogan in WSBT-WFAM studios with Dick Cover at the Colfax Theater organ. Both wear headsets!

● ● ● George Jessel is set to emcee a series of recorded shows for De Soto with Will Osborne's band and guestar femme vocalists. Jessel will come here Sept. 14 and will complete the entire series within four days!...Gypsy musicians under Bela Loblov met at 802 headquarters yesterday to organize against phony gypsies!...Edith Meiser is set to script the Tyronne Power series for Woodbury...Jim Tully has decided to take radio seriously and will concentrate on the airwaves after his Vallee shot Thursday...Benny Goodman's Camel shot will come from Chicago on Sept. 28...Margaret McCrae is set for the balance of the Sealtest series...Buddy Clark is now being handled by James Saphier for the airwaves...Benny Alberts is N. Y. rep for Kalmar-Ruby's firm...Connie Gates is at the Mt. Royal Hotel in Montreal vocalizing...What's this about L. L. and W. W. not on speaking terms?

● ● ● At least four persons in Royal Oak, Mich., owe their peace of mind and possibly their lives to a recent broadcast over WEXL!...On Sat. mornings, Dr. Kurt Carl Becker, Public Health Director, and Kirk Knight, WEXL program director, are heard in a series of informal talks on public health problems...During August several deaths from rabies occurred because of lack of info on the part of the public to cope with such disease. Therefore, an entire broadcast was devoted to rabies and within 15 minutes after the show, four people reported to the Board of Health who immediately ordered the Pasteur Treatment for rabies thus saving their lives...Jimmy Brierly's morning show over WBAP, Ft. Worth, Texas, is proving a sensation judging from the fan mail. The Paul Whiteman singing star is going bigger than any other solo songster has done in Texas!



BOB KAUFMAN, director of publicity and promotion for WLS, off next Monday for Indianapolis to arrange for entertainment and broadcasts by WLS performers there. Mobile unit crew has now been out a month covering state fairs in the Chicago area. Portable unit will be taken to Champaign-Urbana, Ill., Sept. 1 to 3 to cover the Farmers Sports Festival there.

Radio Editor Charles Gilchrest's (Daily News) wife and son back from a summer in California. Moving to Evanston to put son in suburban school.

It's a seven pound blonde daughter in the Frank Baker household, born at Ravenswood Hospital. Baker is continuity writer at WLS.

The bill at the Chicago Theater this week looks like a typographical muddle. Jack Benny and Jack Denny are both booked there, first in the picture, the latter on the stage.

WLS has received a letter from the Wisconsin State Agriculture department complimenting the station on its "whole hearted co-operation in efforts to relieve the Wisconsin limburger cheese marketing problem."

Charles Lyon and Durward Kirby, NBC announcers, will join Harold True and John Slagle in describing the Gold Cup Hydroplane race at Detroit Yacht Club Monday, Sept. 6. Chicago NBC mobile unit will be used during a short wave pickup from speed boat.

Ulmer Turner, radio editor of the Herald & Examiner, is broadcasting the Science in the News program for University Broadcasting Council while Olan Soule is on a western vacation.

Bill Amsdell just back from a personal appearance tour at regional conventions of Swift & Company (he works on their sunbrite show). Reports he was inducted as a chief of the Sioux Tribe at Madden, S. D., and made a deputy sheriff in Wayne County, Mich.

Corinna Mura, who has been singing over Mutual lately, is headlining at the Chez Paree Club.

Marvel Cigarettes which has Pat Flanagan on the air with a gossip show preceding baseball broadcast on WBBM titled Flanagrams, has signed for a Sports Huddle to begin with the football season. Jim Crusinberry will write it; Flanagan and John Harrington will sound off.

Ted Weems opened at the Trianon Friday for the fall season; same night Fred Waring pushed off at the Drake Hotel.

Tony Stanford of J. Walter Thompson's was here to produce the Vallee show.

Martha Linn, NBC only woman announcer here, had a birthday cake with one candle on her broadcasts Monday Aug. 30. She rounded out her first year.

STATIONS OF AMERICA

Highlights in the Development of Outstanding U. S. Radio Stations:

No. 62 of a series.

KIDO — Boise, Idaho

1350 Kilocycles—1000 Watts Night, 2500 Watts Day

C. G. PHILLIPS & FRANK HILL, Owners & Operators
BONNIE SCOTLAND, Commercial Manager

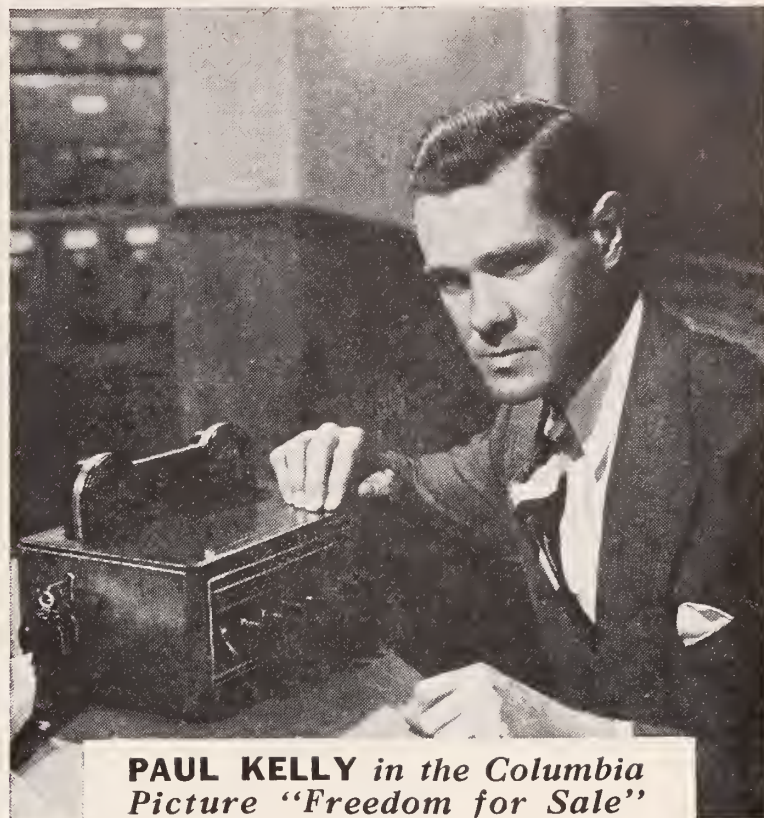
ESTABLISHED in 1928, KIDO is about to become the youngest affiliate of the National Broadcasting Co. Sixteen hours daily of top-notch broadcasts have made this possible. Though only nine years old, the assertion is repeatedly made that the station was one of the very first to broadcast on a regular schedule west of the Mississippi. Reason for this is that in 1921, KIDO, then known as KFAU, was inaugurated by a physics class in the Boise High School.

KIDO was purchased by C. G. Phillips and Frank L. Hill in 1928. They also operate KORE, Eugene, Ore. In the nine years that these men have guided the destinies of KIDO, the station has built an enviable record that is studded with distinction.

Although the station has grown because of its well balanced programs, the one feature that it is most proud of is the news coverage afforded the KIDO listeners. Daily there are nine periods of news broadcasts, compiled by able editors and newscasters from United Press and the local AP newspapers. In addition, two periods devoted to editorial matter are aired by the station's own commentator.

In transmission and studio equipment, KIDO has kept abreast of radio science and advancement. It has just installed a new 2500-watt transmitter, complete Western Electric studio reproduction machines, World Broadcasting transcription service and MacGregor and Sollie service, the latter supplied by a west coast sound studio.

The Sears Company, Chicago, is the representative of KIDO. The NBC affiliation will take place as soon as service wires lines are completed sometime in November of this year.



PAUL KELLY in the Columbia Picture "Freedom for Sale"

ORCHESTRAS - MUSIC

TIM RYAN, better (?) half of "Tim and Irene," heard Sundays over WGN and Mutual has a secret hope that some day Bunny Berigan's tympani player won't show up at the broadcast—or even at rehearsal. Tim wants to take a whack at banging the cymbals. He did that some years ago with a carnival band.

The "Wagon Wheel" Nashville, Tenn., nitery is continuing its policy of bringing in big bands for one-nighters. Recent units making visits were Chick Webb with Ella Fitzgerald; Red Norvo's orchestra with Mildred Bailey and Joe Venuti's bandsmen.

Rita Rio and her gal swingsters booked by CRA for the New Penn Club, Pittsburgh, for two weeks starting Sept. 10, over NBC-KDKA wire.

Lee Elliott and her Queens of Rhythm close at Lake Champlain on Sept. 2.

Paul Sabin, booked by CRA, for four weeks at the Chez Paree, Omaha, Nebraska, commencing Sept. 2. Orchestra is now airing over an NBC channel from the La Salle (Chicago) Hotel.

Sterling Young's ork returns to the Palace Hotel, San Francisco, Sept. 3 replacing Paul Pendarvis.

Herbie Kay picks up the joy-stick at Catalina on Sept. 1, replacing Jan Garber at the Casino. Initial broadcast will be over CBS from 8:30-9 p.m.

Clyde Lucas and his orchestra opens at the Schroeder Hotel, Milwaukee, Sept. 9 with nightly broadcasts over WTMJ.

Music men of Joaquin Grill's ork (Fairmont Hotel, San Francisco) have collaborated on a tune called "Wacky" soon to be published.

In addition to carrying "Stuff" Smith on the Pacific Coast Red on Sunday afternoons, NBC has added Sunday and Monday night remotes from the Famous Door over the coast to coast Red.

Jimmy Dorsey took his tune tinkers last Saturday to Eastwood Park, Detroit, for a week's engagement. Set by Rockwell-O'Keefe.

Buck Graham, composer and arranger, will set history to swing when he records his "Historical Series" for Master Records. "Series" consists of four numbers, "Napoleon Bonaparte," "Adam's Apple," "Noah's Ark," and "Queen Elizabeth."

Bill Wirges, veteran conductor, pianist and composer, takes over the baton of "Music By—" over WOR on Thursday.

Dictograph INTERCOMMUNICATING SYSTEMS

MODERN business executives demand immediate access to information—independent of the telephone switchboard, without looking up directions, without turning dials. A Dictograph System can put all departments in instant contact with one another—put the whole organization on every executive's desk inside a "magic box." It will save time and steps—reduce "office visiting"—accelerate your business day whether your company is large or small. (By the way, Dictograph created the first loudspeaker, years before the radio was perfected.)

• **DICTOGRAPH** •

DICTOGRAPH PRODUCTS CO., INC.

580 Fifth Ave., N. Y. C.

San Francisco

DON E. GILMAN, vice-pres of NBC's Western Division, will wield the gavel over the Radio Department of the Pacific Advertising Clubs Association when it meets in convention June 1938 in Los Angeles, the Advertising Club of that city has decided.

Jerry ("Our Neighbors") Belcher changed his plans and broadcast from Chicago Sunday. His second Frisco show, originally intended for that date, will be made here Sept. 5 at the home of an immigration officer, Bertrand Couch. Following this, the NBC interviewer broadcasts from Portland and Seattle.

William Lai of KGMB, Honolulu, visiting here.

KYA, Hearst Radio, affiliated with NBC, has started to carry a bigger load of NBC sustaining shows not duplicated here on the other National outlets, because of commercial commitments. Now carrying "Neighbor Nell," "Happy Jack," "The Wise Man," and "Roy Shield Encore Music," all eastern productions. Instead of only two or three a week, station now handles two or three a day.

Gordon Brown, conductor for several years of the KJBS "Night Owl" program, has resigned.

Bill Andrews, for several years supervisor of announcers for NBC here, assumes the position of NBC Night Manager in Hollywood Sept. 6 at the conclusion of a two weeks' vacation. Dick Ellers, member of the announcing staff since '31, succeeds Andrews. Robert Dwan, Ellers' assistant, becomes Night Supervisor and Bob McAndrews will be transferred from the announcing staff to take over Dwan's former assignments.

Henry Schnetz has succeeded Armand Girard as a member of the KPO "Treasure Island" quartet.

Hugh Barrett Dobb's show "To the Ladies," KJBS'd, has been replaced during his vacation by "Golden Treasures," a program of poetic readings and appropriate music. Dick De Angelis emotes.

KSFO (CBS) turned on its new powerful 5000 watt transmitter Saturday (Aug. 28) at 6:15 a.m. Special commemoration program was given at 8:30. Alfred White's ork with Graham Dexter and Betty Baird, soloists, prominently spotted. Plant cost \$125,000.

KYA Producer Wallace Ford, recently moved across the bay to a beach cottage at Alameda. Dashing into the water for a morning dip, he dove and pushed his face along the mud bottom, only 2½ feet below the surface.

Betty Marino, wife of Lloyd Yoder, NBC press chief, will conduct the Hotel Canterbury trio on KYA and the CRS net starting today. Called "Petite Soiree," string show will be half-hour on Tuesdays and Fridays.

RADIO PERSONALITIES

No. 64 in the Series of Who's Who in the Industry

UPON the shoulders of slender, youthful-appearing John T. Vorpe rest the responsibilities of the position of production manager for WHK and WJAY, Cleveland. John is a clean-cut, serious fellow with streaks of gray in his hair which belie his youthful appearance.

John Vorpe came logically to his responsible position. Graduating from Western Reserve University with a Bachelor of Arts degree, having attended that school by virtue of a four-year scholarship gained in a competitive examination with 300 other Ohio boys, he entered the service of the Willard Storage Battery Company, in 1922, as editor of the company's house organ.

Not long after he became publicity director of the firm and held the position until 1928. During that time, however, he had also taken on publicity duties of station WTAM, Cleveland, which opened in 1923.

In 1925 WTAM needed an announcer and John filled in perfectly, handling such shows as that of Guy Lombardo, Austin Wiley, Emerson Gill and others. With Pinky Hunter, he wrote the lyrics for Gill's theme song, "Weary." He was the first announcer to handle Little Jack Little and Paul Small's programs.

Came 1931 and Vorpe joined WJAY as publicity and program director, remaining there until August, 1932, when he joined the WHK staff.

At WHK, the title of "Production Manager" fitted him perfectly. His one penchant is "organization"; just likes to see things go like clock-work, and under his guidance, they do, too. Yes, he's married and has two small daughters.



Has a penchant for organization

Lehn & Fink Spreads Hind's Cream Coverage

Lehn & Fink (Hind's Honey & Almond Cream) in addition to its CBS network spot, Mondays through Fridays, 5:15-5:30 p.m., will also sponsor shows on the WLW Line and the Texas Quality Group network. All shows start Oct. 4. WLW Line will broadcast the same script show, "Life of Mary Sothern," same schedule as CBS but at an earlier hour—4:15 p.m.

Sponsor has moved the entire cast to New York and WLW Line show will be keyed out of WHN. "Life of Mary Sothern" was sponsored by Hind's last season on WLW alone and proved very successful.

The Texas show will be heard on WFAA, Dallas; WBAP, Fort Worth, and KPRC, Houston. Della West Decker is writing the quarter-hour script, "Helen's Home," which will be aired five times weekly. Dorothy Compers, WBAP dramatic director, plays the leading role. The CBS network show will not be aired in Texas. William Esty & Co. placed this account.

Kitty Keene Cast Set

Chicago—Cast for Kitty Keene, Inc. which Procter and Gamble is putting on NBC for Dreft starting Monday, Sept. 13, has been set with Fran Carlon playing title role and getting support from Ken Griffen, Joan Kay, Dick Wells, Rupert La Belle, Steve Powers and Beulah Brandan. Day Keene, Chicago author and playwright, turns out the script.

AFM Sees Amicable Adjustment in Offing

(Continued from Page 1)

musicians as against the good fortune of the 1400 musicians who were employed in radio.

Suitable yardstick to use in measuring the number of musicians who should be put to work in radio appears to be the most important monkey wrench in the works at present. AFM hopes that the broadcasters themselves will bring in the best solution. Regarding the tentative or proposed three and one-half times the quarter-hour rate of a station's rate card as a basis, one AFM official believed that this would probably not work out because one station where a \$40 rate prevails for instance, may be making money, while another outlet with the same rate in another part of the country may be operating at a loss.

Reason why the AFM first gave their notice of a possible strike to the networks, it was said, was because it was the quickest way to get action, in their opinion, and avoid contacting several hundred stations whose actual heads were more or less unknown to them.

NBC Music Guild

The NBC String Quartet will be heard during the eighth broadcast in the NBC Music Guild's Cycle of American Chamber Music on Sept. 2, from 10-10:30 a.m. over the Red net. Group will play Frederick S. Converse's Third Quartet in "E" Minor. Mr. Converse is Dean of the New England Conservatory of Music in Boston.

NEW BUSINESS Signed by Stations

WBZ-WBZA, Boston

Graham Paige Motors Corp., Chicago, 26 one-minute announcements, through J. Walter Thompson Co., Detroit; La Touraine Coffee Co., Boston, 21 fifteen-minute programs, through Ingalls Advertising, Boston; Florence Stove Co., Gardner, Mass., 11 fifteen-minute programs through William B. Remington, Springfield, Mass.; Boston Molasses Co., Boston, 13 fifteen-minute programs through Franklin P. Shumway Co., Boston; Lovel & Covel Co., Cambridge, Mass., 52 one-minute announcements through Lavin & Co., Boston; Whittemore Bros. Corp., Cambridge, Mass., 10 one-minute announcements through Stoddard Sampson Co., Boston.

KFRC, San Francisco

Calif. Fresh Bartlett Pear Advisory Board, through J. Walter Thompson, S. F. (announcements); W. A. Sheaffer Pen Co., through Russel M. Seeds Co., Chicago (announcements); Marin Dell Milk Company, through J. J. Tissier Adv., S. F. (renewal); Kaufman's Clothing Company, through Frank Wright & Associates, S. F.; Nestle's Everready Cocoa, through Cecil Warwick & Legler, New York; Apex Rotarex Manufacturing Co., through Emil Brisacher & Staff, S. F.

KMOX, St. Louis

Terre Haute Brewing Co., thru Arbee Agency, Terre Haute, Ind., daily announcements; Simmons Co., announcements every Tuesday and Thursday.

KECA, Los Angeles

W. T. Grant chain stores, "Musical Varieties", thrice-weekly disks, through N. W. Ayer & Son, N. Y.

WGN, Chicago

Bauer & Black, May Robson serial, 20 weeks starting Oct. 18, through Blackett-Sample-Hummert.

WOWO, Fort Wayne

Ohio Oil Co., beginning Sept. 25. Weekly football resume to be heard from 6-6:15 p.m. John Hackett will handle. Programs to be heard during entire football season.

KJBS, San Francisco

Club Deauville; Mark Morris Tire Co.; Parrott & Co., through Emil Brisacher; Electric Appliance Co., through Jean Scott Frickelton; Unique Cocktail Lounge; Landex Chemical Co.

KFOX, Long Beach, Cal.

Central Shoe Co., through Kelly & Stuhlman, three quarter-hour shows weekly, Wed., Thur. and Fri.

★ Program Reviews ★

"SUNSHINE MELODIES"

Acme White Lead and Color Works Inc.

WJZ-NBC—Red Network, Sundays, 5:30-6 p.m.

Henri, Hurst & McDonald, Inc.

LACKS THE SOCK NEEDED TO COMPETE WITH THE SUNDAY COMEDY AND MUSICAL SHOWS.

Smilin' Ed McConnell's return to the airwaves for the fall semester lacked the essentials for a Sunday spot push-over. Plugging Acme paints and Linnex Polisher, both at the same time, the listener becomes bawled up and "washes the cart while painting the horse." Using an unannounced band, show opened with a choral group singing "I'm Bubbling Over" followed by pleasant vocalization of "Back In Your Own Backyard" from Ed. A bit of home-spun humor and then some more singing by a quartette composed of 3 girls and a man, plus another commercial from Irene Lee Taylor of Acme Paints. The Linnex Glee Club and Ed, then sandwiched "Bless Your Heart" between 32 bars of "Glory of Love." It would seem that a program of this type would go big in a morning spot—hitting the audience needed—instead of the more expectant Sunday evening listeners.

"Tic Toc Revue"

A few changes were made in the personnel of this entertaining Monday nite WJZ 7-7:30 program apart from the sponsor's commercial. Before the summer semester, Griffin, the sponsor, plugged All-Wite shoe polish but with fall and winter just ahead, black and tan shoe cleaners are the topic for John B. Gambling's talks. He handles them well. Lloyd Schaeffer, baton-wielder from WLW, took over the musicians on last nite's airing and did a job everyone, including himself, might well be proud of, as his arrangements with the instruments were the finest considering the small group he handled. A femme singer is missing but the Lyn Murray choir did so well that a shortage wasn't noticed. Rendering "Whispers in the Dark" a current

"20 YEARS AGO—AND TODAY!"

Hearn's Dept. Store

WOR—Mondays, 8-8:30 p.m.

DRAMATIC PROGRAM A LA "MARCH OF TIME", WITH FLASH-BACK EPISODES, ORGAN MUSIC AND SOUND EFFECTS.

Hearn's department store, auditioning shows for the past six months on many stations, finally debuted with one with which they shouldn't have had much trouble arousing interest. Opening had two over-emphatic voices screaming "1917" and "1937" peppered with the rushing of wind supplied by the very able sound effects dept. Following was much explanation of what they contemplated doing. A sequence of a Japanese emissary calling on Pres. Wilson at the White House on Aug. 23, 1917—and then the Japanese situation of today—all dramatized. Then came flashbacks to sporting events, women's suffrage, etc., compared with what happens today. As to originality the movies have utilized every angle presented and so have the script shows of the airwaves. But, undoubtedly, there'll be many listeners to this type of show, because there are many people who prefer their news dramatized to reading the newspapers.

tune, reminded this reviewer of a Kostelanetz treatment. Holdovers are the Tune Twisters and Barry McKinley, who did right well with their offerings.

Locust Sisters

Matilda, Mildred and Ada Locust, just returned from picture singing in Hollywood bowed in on WMCA's "Carnival of Music" Sunday, 6-6:30 p.m. with two songs. Known to vaudeville audiences as the five Locust Sisters, the radio brought only three under the arrangements and accompaniment of Joe White. Of the two renditions, their first, "It's De-lovely" was the best. The harmony and arrangement was entertaining and different from the usual run of trios.

Varied Watters Buy NEA News Features

First week's sales by the NEA Radio Newsfeatures, shows a varied station wattage being involved, from 25,000 watters down to 100 watts, according to Stephen Slesinger, Inc., exclusive representatives.

Among the first batch of sales were: KSTP, Minneapolis, 25,000 watts; WWJ, Detroit, 5,000 watts; WTHH, Hartford, 100 watts, and WELI, New Haven, 500 watts. Subsequent sales reveal a similar proportion of small and large stations being interested in the newspaper features.

Ray Gets Williamson's Post

Chicago—William Ray has been picked by Niles Trammell to succeed Al Williamson as head of press department at NBC. Williamson resigned to become assistant to publisher of Minneapolis Star. Ray, now news editor, was formerly a reporter on the Chicago Evening Post. Prior to that he had worked on Louisville papers. Dan Thompson moves up into news post and Gilbert McClelland has been designated to handle promotional activities. Ray departs for New York the middle of the week to confer with bosses at headquarters.

. . . Radio's own daily newspaper modestly presents a series of 100 unsolicited testimonials as to what Radioland thinks of RADIO DAILY.

WHDL

Olean, New York

" . . . Will you please enclose eleven fresh steaks with each issue of RADIO DAILY coming into this office. Steaks are for the eyes of those who compete to see who reads the journal first."

Russ Brinkley

NILES-RICHMAN

New York City

" . . . May we offer our sincere congratulations on the finest handbook of radio published. It fills a much needed demand for up to date news of the radio advertising market."

David Niles

KTUL

Tulsa, Oklahoma

" . . . RADIO DAILY is read with more than ordinary interest at KTUL."

Ervin Lewis

. . . RADIO DAILY is six months old. It is growing fast. It already has the confidence of a great progressive industry. Watch RADIO DAILY.

AGENCIES

NEWTON CROSS, radio director and account executive of Ferry-Hanley Advertising Co., Kansas City, has resigned to accept a position as account executive with McCann-Erickson. Cross will handle the Ford account in Missouri, Kansas and Iowa, replacing Don Wing, recently transferred to the agency's Detroit offices.

DAVID W. TIBBOTT, former Boston newspaper man, has joined the Boston offices of BBD&O as an account executive. Walter B. Martin, formerly associated with the Chicago and Cincinnati offices and John P. Gilbert, New York, have also been added to the branch.

WILLIAM BENTON, retired half of Benton & Bowles, gave the child movie star, Shirley Temple, some competition when the Malolo docked from Honolulu in San Francisco last week. Burns Lee, publicity director of the Benton & Bowles coast office had cameramen and newspapermen at the pier to catch the man who retired at 35 to devote his time to educational broadcasting and similar non-profitable pursuits at the University of Chicago.

HERBERT T. HAND, JR., for nine years an executive of BBD&O, and previous to that associated with other leading advertising agencies, has joined H. B. Humphrey Co., Boston.

New KSFO Transmitter

KSFO's new transmitter went on the air Aug. 28, at 6:15 a.m. The modern structure, powered with 5,000 watts, has been under construction for six months and represents an investment of over \$125,000. Rising 400 feet in the air, with its location within three miles of the heart of San Francisco, on the bay's edge, the new plant has the advantage of over-salt-water transmission.

Installation is the first step in KSFO's policy of new improvements.

FCC ACTIVITIES

Sept. 7: Curtis Radiocasting Corp., Richmond, Ind. CP for new station. 1420 kc., 100 watts, 250 watts LS., unlimited.

Sept. 8: Chickasha Daily Express, Chickasha, Okla. CP for new station. 1500 kc., 250 watts, daytime.

Sept. 9: Voice of Detroit, Inc., Detroit, Mich. CP for new station. 1120 kc., 500 watts, 1 KW. LS., unlimited.

Oct. 5: Keystone Broadcasting Co., New Castle, Pa. CP for new station. 1250 kc., 250 watts, daytime.

Panama City Broadcasting Co., Panama City, Fla. CP for new station. 1420 kc., 100 watts, daytime.

★ Coast-to-Coast ★

THE 1937 National Champion winning American Legion Auxiliary trio of Hot Springs National Park, Ark., was a hit in their initial broadcast over KTHS. They will broadcast again on Sept. 6. Trio has won national honors in Cleveland, O. over nine competing teams and have won the state contest for three consecutive years. They will defend their championship title in N. Y. C. during the American Legion National Convention in Sept.

Earl J. Glade, managing director of KSL, Salt Lake City, has been requested by Grover Whalen, president of the New York world's fair corporation to serve on the Utah committee.

KYA's afternoon (2 p.m.) variety show released over the Orange network will become an audience show, commencing Sept. 3. Each Friday has been designated to permit invited listeners to watch the mike performers. Initial visible show will feature Earl Hulk, blind singer, two "seeing eye" dogs and the famous "Leap Year Twins of 1936."

Kay Karoll, who has been touring with Major Bowes' No. 1 unit since March, 1936, is now a member of the artists' staff at WHO, Des Moines.

Uncle Don's WOR's pioneer child entertainer, will continue his Children Opportunity Programs starting Oct. 7. Several of his past performers have received movie contracts and a troupe of six entertainers toured many eastern cities during the past summer months.

WSIX, Nashville: Steve Cisler, director, has just returned from deep-sea fishing in Florida waters. While vacationing he was the guest of J. Porter Smith, Bradenton, Fla., formerly of WATL. . . Mrs. Dillard Clinard, bookkeeper of WSIX, recently visited Dade Park in Evansville, Ind., to watch the ponies run. . . Chief Engineer Bascom E. Porter, is vacationing in Hopkinsville, Ky. Harold Walker is in charge during Porter's absence. . . Robert Shadoin is joining the WSIX staff Sept. 1. He will handle station publicity and promotion, and will assist in continuity. Shadoin is coming to radio from newspaper work.

WTMJ, Milwaukee: Mrs. Johnny Olson, heard on the "Rhythm Rascals" program as a vocalist, is vacationing in California. . . Heinie's Grenadiers, heard daily at 11:45 a.m. and 5:15 p.m. is soliciting memberships to its "3-G" club with a coin token, likeness of Heinie and a membership card mailed to all who join. The three G's stand for "Gemuetlichkeit, Gesundheit und Gluck," which roughly translated mean "Harmony, Health and Happiness."

Agatha Turnley, KYA soprano, has just received word from Hollywood that she has been chosen by RKO to sing for a series of film-musicals ready for production. Miss Turnley was selected from seventy-eight competing song birds.

WJBK is broadcasting daily quarter-hour programs from the Cranbrook School training camp of the Detroit Lions, local entry in the National Football League. This series is under the direction of WJBK's popular sports announcer, Al Nagler.

J. W. Woodruff, Sr., owner of Georgia Network (WATL, Atlanta; WRBL, Columbus; WGCP, Albany), is a member of the State Planning Board, having been appointed by Governor E. D. Rivers. Woodruff is a resident of Columbus, Georgia and his son manages the station there.

WICC and WBRY will tie-in for Father Coughlin's special talk on Oct. 31.

WICC studio super Malcolm Parker recovered from an attack of ptomaine in time to celebrate his 30th birthday.

Dave Byrn, conductor of the Farmers' Hour, has been appointed Chief announcer in charge of Public Events of KARK. Byrn, who has been associated with the station two months, will be in complete charge of the station's announcing staff and public events department. Richard Bartlett, formerly of KBIX, Muskogee, has been added to the announcing staff of KARK. He has also been associated with KVOO.

Jeanne Poli, of the WELI dramatic staff, has been assigned to take over Jane Lord's 10 a.m. "Doing the Town" program. Miss Lord has recently resigned.

WLBC, Muncie, Ind.—Donald Burton and the missus enjoyed a week at Lake Webster. . . E. Pierre deMiller, news editor, typing a tome. . . Sandra Roush, three month old daughter of Otis Roush, chief announcer, elected honorary member of the staff after making her first ether appearance. . . Jimmy Fidler, station's weatherman, is studying flying. . . Maurice Crain, chief engineer, is assembling old radio parts to rebuild his car with. . . Progress Club of Parker, Ind., visited the studios.

Lewis Charles, announcer, recently with WOV-WBIL and formerly with the WINS announcing staff, has joined WHN as mike man, effective Sept. 4.

Miss Kaye Kremer, studio announcer of WROK, Rockford, Ill., became what probably is the only woman "Man on the Street," in the country this week. During the absence of Bill Traum, vacationing, she took over the fifteen minute in-

PROMOTION

WBT, Charlotte, has scheduled what should be one of the most interesting programs the station has carried. Five octogenarian veterans of the Civil War meet once each month to talk over their days as soldiers. Meeting with them is a ninety-year-old woman who plays the songs of Dixie in as lively a fashion as she did when she was a belle of sixteen. To the tunes the old lady plays, the old gentlemen give the Rebel yell and dance the Rebel steps made famous around Southern campfires in the Sixties. WBT will pick up the next gathering of this "little bit of the old South" and broadcast it for fifteen minutes. The local chapter of the United Daughters of the Confederacy is publicizing the show all over the Southeast and a capacity audience will hear Mecklenburg County's last Confederate veterans when they go on the air the second Saturday in September.

WSAR Issues Promotion Booklet

WSAR, Fall River, Mass., is presenting a new brochure entitled "Radio Broadcasting" to prospective clients. Brochure, composed of sixteen pages, was compiled by National Research Bureau, Inc. for Doughty & Welch Electric Co., owners of WSAR. Described as "A Clearing House for Broadcasting Ideas and Plans," brochure is the first to be presented by the station.

terview program on a busy downtown corner.

"The Adventures of Ace Williams" program, produced by W. E. Long Co. of Chicago under direction of Dan Ryan, at present is heard over radio stations in 35 markets and is released over a network in Australia originating from 2KY, Sydney. Michelson & Sternberg Inc. of New York handle the foreign release of this program, which was recently sold for use in Honolulu over KGMB. The program is also being broadcast from Nova Scotia and other parts of Canada, and negotiations are under way to release it for use in South Africa, Radio Luxembourg for the British Isles and New Zealand.

Charles G. Shaw, WBLY radio announcer will marry Miss Helen Shappell of Wapakoneta, O. in a ceremony performed in the studio.

ONE MINUTE INTERVIEW

PAT BARRETT

"A radio script writer doesn't have to be particularly inspired to write a convincing show or act a convincing role. All you have to have is a good memory, keen powers of observation—and a type-writer!"

1	9	3	7
SUN	MON	TUE	WED
4	5	6	7
10	11	12	13
17	18	19	20
24	25	26	27
31			

Greetings from Radio Daily

August 31

Arthur Godfrey

Jack Ward



RADIO DAILY

Serving the Better Interests of Commercial Radio and Television



VOL. 2, NO. 44

NEW YORK, N. Y., WEDNESDAY, SEPTEMBER 1, 1937

FIVE CENTS

Demand Web AFM Help

EMILY HOLT ELECTED AFRA EXEC. SECRETARY

National Board of the American Federation of Radio Artistes, elected Emily Holt as Executive Secretary of the AFRA, at a meeting held yesterday afternoon at offices of Actors Equity Association. George Heller, who is secretary of the AFRA, was made Assistant Executive Secretary.

Miss Holt, who is an attorney, was associated with Equity for seven years prior to 1934, when she resigned. During the NRA regime, she represented all performers with the exception of musicians, on the Radio Code Authority.

The AFRA meantime is fast going ahead with its organization of the
(Continued on Page 3)

RCA Victor Campaign On "Overseas Dial"

CAMDEN, N. J.—A tremendous advertising and sales promotion campaign boosting RCA Victor's "Overseas Dial" radios for improved foreign and short-wave reception will be launched in October with a seven-point program of nation-wide scope. The new merchandising program begins with full page ads in the Saturday Evening Post, in addition to other national magazines, special na-
(Continued on Page 3)

Coughlin's Account Goes To Aircasters, Inc.

Aircasters, Inc., Detroit, has been appointed to handle the Father Coughlin radio series which gets under way Oct. 31. Stanley Boynton is account executive. Programs will be keyed out of Royal Oak and will be aired Sundays 4-5 p.m. Some stations have already been cleared.

Carnation Clicks

Chicago — Carnation (Contented Hour) company has received a letter from Oahu, H. I., headquarters saying that the name of the company has stood it in good stead in Hawaii. A certain cult there, refusing to use any product of the cow, goes for Carnation milk since it has no objections to "milk from the pretty red flower."

Speedy Producer

Chicago—Judge J. M. Braude sitting in Traffic court promised to let Production Director Maurice Lowell of NBC off easy on a charge of speeding 50 miles per hour if he would supervise production of a 15 minute safety show during which Judge Braude was to discuss "Death Begins at Fifty." Judge Braude and Lowell planned to put on the broadcast over WENR today.

RADIO SCRIBES READY THEIR CONVENTION PLANS

Chicago — Association of Radio News Editors and Writers, has lined up a tentative schedule for its convention here, Sept. 10-12, inclusive, the speakers to include Boake Carter, piped from Philly, who will talk on the future of radio news. Leo Fitzpatrick, manager of WJR, Detroit, will deliver the convention banquet address, and Tom Flanagan, president of the Penn Tobacco
(Continued on Page 2)

Ten Mutual Outlets For Maine Potatoes

State of Maine, for its potato campaign, has bought time on 10 Mutual outlets, with the schedule calling for two 15-minute periods weekly 1:15-1:30 p.m. for 26 weeks. Program will originate in Boston and will cover from there to Chicago. Starting date is Sept. 14, with local airing via WOR. Account is handled by Brooke, Smith & French, Inc.

Expect Parley Will Clear Chaotic Cuban Situation

Carleton & Hovey Spot on WJZ For 26 Weeks

Carleton & Hovey (Father John's Medicine) has signed a 26-week contract for the 9:30-9:40 a.m. spot on WJZ beginning Oct. 5. Program will feature the "Armchair Quartet" each Tuesday and Thursday. John W. Queen, Boston, placed the account.

Network Affiliates Propose Cutting Sustaining Program Costs To Pay Musicians

WNEW CUTTING DOWN ON ITS RECORDING BIZ

WNEW, one of the largest users of electrical transcriptions and recordings for commercial purposes, has issued orders to the various agencies associated with the station that no more time is to be sold to sponsors on these types of programs in the future. Ruling affects all shows after 9 a.m. with the exception of Martin
(Continued on Page 3)

Mail Order House Splurges on KDYL

The opening of the new \$300,000 Salt Lake City branch of Montgomery Ward coincides with an unusual use of radio facilities. Wards have contracted for a daily series of 5-min. remote broadcasts directly from
(Continued on Page 3)

Goodkind Joins Agency

Chicago—M. Lewis Goodkind, formerly radio service manager and publicity director for Lord & Thomas agency, will join Burnet-Kuhn Advertising Co., here as vice-president, on Sept. 15. Goodkind was with the Herald-Examiner as reporter before joining Lord & Thomas 9 years ago. In new post he will handle magazine and newspaper matters as well as radio.

Advisory Committee of the Independent Radio Network Affiliates, which meets in Louisville today, is expected to have a fairly good idea whether or not the major networks (NBC and CBS) will talk turkey on the question of lowering the sustaining costs or equivalent considerations to the affiliates as a means toward helping the stations hire musicians in accordance with the demands of the AFM.

Broadcasters who felt that the networks should do their share put forth
(Continued on Page 3)

STATION LICENSE OUT SAY PHONO. DISK MEN

As a result of the conference between phonograph record manufacturers and Harry Fox, general manager of the Music Publishers Protective Association, also acting as agent and trustee for a group of copyright owners, the record men have decided to hold in abeyance their proposed
(Continued on Page 3)

Almonte Is Appointed Aid to Lenox R. Lohr

John De Jara Almonte for a number of years, manager of NBC's night executive offices today becomes assistant to Lenox R. Lohr, NBC president.

Shift closes the night executive office permanently. Almonte, it is understood, will be NBC's greeter on the sixth floor.

Juvenile Emcee

KGNO has a twelve year old master of ceremonies on its new Fairmont Program, under the name "Miss Fairmont". She sings, makes most of the commercials in dialogue with her announcer, and introduces guest stars from neighboring towns. The program sells dairy products, and is heard Saturday mornings at ten o'clock.



Vol. 2, No. 44 Wed., Sept. 1, 1937 Price 5 Cts.

JOHN W. ALICOATE : : : Publisher

DON CARLE GILLETTE : : : Editor

MARVIN KIRSCH : : : Business Manager

Published daily except Saturdays, Sundays and Holidays at 1501 Broadway, New York N. Y., by Radio Daily Corp., J. W. Alicoate President and Publisher; Donald M. Mersean, Treasurer and General Manager; Chester B. Bahn, Vice-President; Charles A. Alicoate Secretary; M. H. Shapiro, Associate Editor (Post free) United States outside of Greater New York, one year, \$5; foreign year, \$10. Subscriber should remit with order. Address all communications to RADIO DAILY, 1501 Broadway, New York, N. Y. Phone Wisconsin 7-6336, 7-6337, 7-6338. Cable address: Filmday, New York. Hollywood, Calif.—Ralph Wilk, 6425 Hollywood Blvd. Phone Granite 6607.

Entered as second class matter April 5, 1937, at the postoffice at New York, N. Y., under the act of March 3, 1879.

FINANCIAL

(Tuesday, Aug. 31)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Am. Tel. & Tel.	167 1/2	166 3/4	167	+ 5/8
Gen. Electric	53 5/8	52 1/2	52 5/8	- 5/8
North American	25 1/4	24 3/4	24 3/4	- 1/4
RCA Common	12	11 3/4	11 3/4	+ 1/8
RCA First Pfd.	75 3/4	75	75 1/2	+ 1 1/2
RCA \$5 Pfd.	110 1/2	110 1/2	110 1/2	Asked
Zenith Radio	43 3/4	42 1/2	42 1/2	- 1/2

NEW YORK CURB EXCHANGE

Hazeltine Corp.	16	15 3/4	16	+ 1/8
Majestic	3	3	3
Nat. Union Radio	1 3/4	1 3/4	1 3/4

OVER THE COUNTER

	Bid	Asked
Stromberg Carlson	12 3/4	13 3/4

The Battle of Cognac Hill

Lincoln—Jim Cox, continuity writer for the CBS studios in Lincoln and who served as a second lieutenant at the Ft. Riley, Kas. concentration of the 4th army maneuvers for the past two weeks, was commended for an excellent job in lining up broadcasts of the manipulation of the 16,000 men in mimic war. Cox broadcast by way of KFBI, Abilene, Kas., and 10 other stations did rebroadcasts. Also on the ground was Foster May, special eventer for WOW, Omaha, who made 8 electrical transcriptions which were filled in on program schedules at available times.

Kellogg Conducts Tourney

Columbus, O.—A baseball tourney for 15 year olds and under, is being sponsored by Kellogg and WCOL, with the city recreation dept. in charge. Games will be held at the Red Bird Stadium and the winners will be awarded a trip to the Cleveland Exposition as guests of Kellogg.

First in local accounts
in Chicago

WGES

(In the heart of Chicago)

ARNEW Sets Schedule For Chi. Convention

(Continued from Page 1)

Co. will speak on what the average sponsor wants from a news room. Al Hollender, of WJJD and WIND, will preside at laboratory discussion of news problems.

Discussions of various phases of writing will be led by Ken Ellington, WBBM, Chicago; John B. Hughes, of Don Lee network; Erle Smith, KMBC, Kansas City, and Ken McClure, of WOAI, San Antonio.

Adoption of a constitution, the forming of policies including code of ethics and election of officers, will take place on Saturday, Sept. 11. Induction of officers, appointment of committees, etc., will take place on Sunday.

WIP Program Expansion

Philadelphia—With the Fall season around the corner, a most extensive program expansion is being prepared by James Allen, WIP's program director. Already four brand new series and two old ones are due for airings over WIP.

Philadelphia Parade of Events, written and directed by Edward Wallace, a dramatization of local news, returns to its weekly Monday schedule on September 13. Hand of Destiny, dramatized mystery yarns, formerly heard Sundays at midnight, returns September 12. The Billings Family, a new serial script built around the life of an average family, starts a tri-weekly schedule on September 20. Eight Kids In A Hayloft, another new weekly series of programs built and adapted for young ones, starts September 18. Umbrella Court, a weekly question and answer program, the brainchild of staff announcer Ken Miller, starts September 15. And a WIP Spelling Bee, conducted weekly by a well-known personage as yet unannounced, starts September 19.

Radio Nabs Escaped Convicts

KFXJ, Grand Junction, Colorado, recently not only scooped all other news agencies but proved of material assistance to law enforcement officers during an emergency when two desperadoes sawed their way from the city jail and escaped after they and three other notorious companions had been captured near the Colorado-Utah border. KFXJ flashed the news of their original capture many hours in advance of any other medium. Coincidentally, the two criminals' escape was discovered at the very time that an afternoon edition of the news was on the air and was flashed immediately.

Police search was guided by radio instructions issued by KFXJ.

Special Hearn Program

Hearns Department Store will sponsor a special broadcast from its new store in Newark over WNEW at 8-8:15 p.m. tonight. Sponsor has arranged for leading figures in New Jersey politics to appear on program which is to officially open the store.

Extensive Ad Campaign Being Planned by WAIM

WAIM, Anderson, S. C., will shortly begin an extensive campaign via 18 newspapers and 600 billboards to publicize its affiliation with the Columbia Broadcasting System. Advertisements will plug the network's commercial shows that are carried by the station. WAIM, which is owned by the publishers of the Anderson Daily Mail, also receives front page billings daily in that paper, plugging the day's network broadcasts in a streamer at the top of page 1. Station is represented by J. J. Devine Associates, New York.

Power Consumption High During Louis-Farr Bout

Electrical consumption during the Farr-Louis broadcast jumped to an all-time high of 171,000 kilowatts according to the Consolidated Edison Co. NBC estimates from the figures furnished by the light company that 860,000 more New Yorkers listened to their radios last Monday night than at the same time a week ago.

Top figures on the Louis-Braddock fight were 167,000 kws, 124,000 kws. for the Louis-Schmeling and 131,000 kws. during the Louis-Baer fight broadcast.

Chrysler Sponsors WJBK Football

Detroit—WJBK will again broadcast all of the Lions professional football games, both at home and on the road. Harry Wismer will give a play by play description of all the Lions home games and Al Nagler will handle the reconstructed broadcasts. This year the Chrysler Automobile Sales Division will sponsor all the games.

Plans are not yet completed but the games may be relayed to a statewide Michigan network.

Jack Armstrong to Start Waxing

Chicago—General Mills will begin waxing "Jack Armstrong, All American Boy" on Sept. 6 with live show to start on NBC Sept. 27. Understood that Jim Ameche's plans for a career at Paramount have fallen through and that he will be back to take over title role with support by Sarajane Wells, John Gannon and Tom Shirley. Ed Morse handles production for Blackett-Sample-Humert and Talbot Mundy is the author.

Bulova Adds to Schedule

In addition to its evening time announcements on WEAF Bulova has signed for six daytime time signals seven days a week. Daytime schedule begins Sept. 5. Evening series a week later. Both contracts are for a year. The Biow Co. has the account.

Ray Block Re-Signed

Ray Block, musical director, has been re-signed by the Columbia Artists, Inc. Block, who is a staff member of the Columbia Broadcasting System, also directs the vocal group heard on the Phillip Morris airings.

COMING and GOING

LOUIS K. SIDNEY, managing director of WHN, leaves today aboard the Normandie for a combination business and vacation trip to Europe. MRS. SIDNEY will accompany him.

OZZIE NELSON leaves Boston Sept. 25 for Hollywood where he remains during the run of his new commercial broadcasts.

HERMAN BESS, sales manager of WNEW, leaves today for Minneapolis.

HOWARD CLANEY, NBC announcer, is back in town after European vacation.

GEORGE NEGRETE, NBC's Mexican singer, is in Mexico City preparing for role in a new native picture "Godmother to the Devil."

A. J. MCCOSKER, president of WOR, returns tomorrow from vacash.

HAL R. MAKELIM, sales manager of WIND, Chicago, is in New York on business.

LESTER LEE leaves for Canada this week-end to be gone until after the holiday.

JOE RINES leaves for Maine today and will be away until after Labor Day.

HARRY LEEDY left last night for the Coast aboard the Century.

KATHRYN RAND left last night to begin an engagement in Philadelphia.

C. P. MacAssey to NBC

Chicago—C. P. MacAssey of Schwimmer & Scott agency's sales staff, has joined NBC's local sales staff, according to an announcement by W. W. Smith, local sales manager. MacAssey was formerly sales chief at WCFL and when he left that post last spring he was succeeded by Mel Wolens of NBC sales staff.

Buell Herman has been transferred from sales promotion to local sales at NBC.

Woodman's Farewell

Harry A. Goodman, general manager of KDKA for the past three years and who is being transferred to the New York offices of the National Broadcasting Company for executive assignment has received a unanimous expression of high regard from the entire station personnel.

Inscribed on an impressive sheet of parchment paper, 79 members of KDKA signed a resolution of farewell, with sincere wishes of the staff for success and happiness.

"Hollywood Extras" on Stage

West Coast Bureau, RADIO DAILY

Hollywood—M. D. (Doc) Howe is lining up theater dates for "Hollywood Extras on the Air", program conceived and produced by Archdale J. Jones, who had it on NBC for a summer tryout period. Stage presentation follows technique of actual broadcast, with 10 people in the cast and Jones as emcee. Dates thus far are all on the Coast but Howe plans to send the troupe East.

"Thatcher Colt" Series Ending

Packer Tar Soap with "Thatcher Colt Mysteries" on the NBC-Red network signs off the air after the Sept. 26 broadcast.

"Wheaties Champions of Harmony"

KAY & BUDDY ARNOLD

Sponsored by General Mills

WMCA

2:30-5:30 Daily

PARLEY MAY UNTANGLE RADIO BABEL IN CUBA

(Continued from Page 1)

already existing but which are constantly held in abeyance by the Cuban Radio Commission because of a few politicians who are station-owners.

Currently a continuous babel from nearly 60 outlets, with 28 of them located in Havana, and the rule which provides for antennas to be outside of Havana city limits not heeded by those who do not wish to move them, it is believed that after the conference in November the stations will have to move their transmitters outside of the city. This will not be hailed with glee because few of the outlets have the money to do it with. Money is also expected to put a wrench into the works when the re-allocation of wave-lengths are made. Older outlets will be entitled to priority rights, but these again are lacking to great extent in capital.

Population of Cuba is estimated at 4,000,000 with a possible 175,000 receiving sets. At least two outlets have American capital invested, such as Colgate-Palmolive-Peet subsidiary with station CMQ and its short-wave affiliate COCQ. Colgate gets a spot announcement at every station break. CMCY is operated by D'Autran-Westinghouse. At least eight short-wave outlets in addition to the regular bands mentioned above also take commercial programs, the short-wave craze being full blast in Cuba and South and Central American countries.

While some of the stations have the finest Westinghouse equipment plus vertical single Blau-Knox antennas, the lax methods of broadcasting and habit of creeping all over the dial makes the equipment angle for some stations an unimportant matter. Most outlets sell seven spot announcements daily seven days a week for \$70 a month up.

American advertisers in Cuba include, Fleischmann Yeast Co.; Richard Hudnut, cosmetics; Standard Oil of N. J. (Esso); Listerine; Sloan's Liniment; Carter's Little Liver Pills; General Electric Co.; Bristol-Myers (Ipana toothpaste); Norge refrigerators; RCA Victor; Leonard refrigerators; Kelvinator (refrigerators); Philco Radio & Tel., Westinghouse and many others. Most advertisers use considerable time besides announcements. Several chain hookups are available throughout the island.

Sloan's Liniment has one of the most popular chain features heard on the island, a daily 15-minute resume of U. S. major league baseball scores.

NEW PROGRAMS—IDEAS

WAAT's Airport Coverage

WAAT has been carrying a "Skyways Reporter" program from the Newark airport since early July. During the program the "reporter", Bob Becker interviews passengers departing or arriving at the world's busiest air terminal and also a number of personnel. Some of the "names" who have appeared on this program have been...Roscoe Ates, Jack Dempsey, Joe Lewis' manager Roxborough, Major Albert Warner, Lefty Gomez, Viola Gentry the famous aviatrix, M. W. Loewi—Board Chairman of the Dumont Television Laboratories, C. R. Smith—president of the American Airlines, Inc., Helen Gahagan, Lois DeFee, and many others.

Paul La Stayo, manager of WAAT, announces that his station will carry special broadcasts from the field whenever anyone of public interest passes through. In addition to the "personality" angle, such events as the arrival of cross-country record breaking events and other newsworthy items will be aired. Broadcasting activities from the airport terminal are controlled by the Wm. N. Scheer Agency of Newark and handled by Bob Becker, announcer for the agency.

KCKN Headline Bulletins

KCKN recently inaugurated one-minute headline bulletins on each

half-hour station break throughout the day to supplement the regular hourly news broadcasts of five minutes each.

The KCKN news schedule now consists of 16 five-minute news broadcasts on each hour from 7:00 a.m. to 10:00 p.m., and 12 one-minute headline bulletins on the half-hours. (Three half-hour bulletins are omitted because of programs that continue through the half-hour).

The new one-minute headline bulletins not only keep listeners informed of important news at the half-hour interval, but also serve dramatically to call attention to the hourly news broadcasts on the hour.

The headline bulletins are introduced by the station announcer with this form: "Here are the headline bulletins of what has happened in the world since (time)."

Air Picnic Suggestions

Coming to the aid of picnickers. WBAL, Baltimore, will devote its Wednesday morning Mary Landis programs to them. Titled "Let's Go on a Picnic", the program will feature Labor Day outings with suggestions by Miss Landis. She will offer suggestions for picnic lunches, outdoor games, and even talk of things to do in case the day is rainy. The station points out that Labor Day will probably be the last the kiddies will have to romp on an outing.

Station License Out Say Phono. Disk Men

(Continued from Page 1)

letter to broadcasters informing them that they were about to license the use of phonograph records on stations.

Recently the disk manufacturers decided to draft a letter to station owners in effort to conform to AFM request that the indiscriminate use of disks must stop. Upon this information reaching the MPPA, the publishers through Fox immediately informed the record manufacturers that such rights were vested only in the copyright owners, and that they (the disk men) had no such rights under the law. Subsequently all hands gathered at the MPPA offices.

Record manufacturers now state they did not contemplate a fee for the proposed licenses but rather hoped to control the use of their records. Presently, the manufacturers are doing nothing about the proposed licenses.

Bowman Plans Audience Show

Chicago—Bowman Dairy Company is plotting a half hour audience show—probably on WGN but details have not yet been announced. Last season the firm used WGN for Fireside Theater series featuring various types of Chicago entertainment. J. Walter Thompson agency is handling.

Mail Order House Splurges on KDYL

(Continued from Page 1)

the store. Completely wired for radio, each department of the ultra-modern store will feature a broadcast, with department heads interviewed, special merchandising angles presented over the air, giving the listeners as much as possible the illusion of being in the store in person.

Intensive radio use by the store over KDYL is contemplated, as evidenced by "Neighbor Jim" a 15 minute transcription series already scheduled 3 times a week, and 30 spots weekly.

RCA Victor Campaign On "Overseas Dial"

(Continued from Page 1)

tional and co-operative newspaper advertisements and powerful radio announcements addressed to listeners of the Magic Key network shows.

The new RCA Victor short-wave dial now eliminates the tedious fidgeting which has usually been associated with short-wave tuning. A separate tuning scale spread over a fifty times greater area, the names of all the short wave stations are plainly printed on the dial.

LOWER COSTS SOUGHT ON WEB SUSTAININGS

(Continued from Page 1)

this proposition bluntly at the recent IRNA meeting in this city and since then conferences have been held with the network officials on the matter in question. The four-hour consideration existing between NBC and affiliates and the four to five-hour station time given CBS on the sustaining feed, is the bone of contention for most of the broadcasters insofar as the webs are concerned. By cutting down on time requirement of the networks for sustaining programs, the time being free for commercial purposes of their own, would go a great ways toward easing the burden about to be imposed by the AFM.

Affiliates of NBC and CBS figure the cost to them for sustaining programs reaches an average of \$2,000,000 annually. With house orchestras of their own, stations are of the opinion they won't need a steady stream of sustainings.

WNEW Easing Off Disk Accounts in Future

(Continued from Page 1)

Block's periods. Current commitments will be carried out, however.

It could not be confirmed whether or not the station was attempting to halt recorded and transcribed programs because of recent AFM meetings. However, to date, station has been well filled commercially on broadcasts of this nature, and even at present the majority of sponsored time is either transcribed or recorded.

Emily Holt Elected AFRA Exec. Secretary

(Continued from Page 1)

radio artists, with field representatives now working in various parts of the country.

Battle for the post of Executive Secretary was a spirited one, several factions (among affiliated unions) seeking to install a man of their own choice. Also since the position is a salaried one, many "faithfuls" believed it was an opportune time for them to be rewarded. Miss Holt is considered an able organizer, executive and unusually well informed on the artist-labor situation.

Borden Signs Prescott

Allen Prescott has been signed by Erwin, Wasey to appear on the WEA-F-Borden program which begins next month.

AL DONAHUE

Now Appearing
ROOSEVELT HOTEL,
New Orleans
Opens at the Rainbow Room Oct. 6th
For Fall and Winter Season
Fourth Return Engagement

CRAIG & HOLLINGBERRY

Incorporated
Radio Station Representatives
New York • Chicago
Jacksonville • Detroit



GUESTS scheduled for "Hollywood Showcase," CBS sustainer, on Sept. 11 are Allen Baxter, Jinx Falkenberg and Aida Kriznetzoss; and on Sept. 18, Lloyd Pantages and Three Hits and a Miss will appear.

KFWB set a new dramatic sustainer for a Saturday 8-8:45 spot. Produced by Sara Langman, initial offering is a tabloid version of the classic "She Stoops to Conquer," with Charles Carroll and Paula Winslow featured.

Radio Productions' Inc. was discharged from bankruptcy in final court proceedings last week. J. J. Sameth, former president, now sales manager for Radio Recorders, Inc.

Jose Rodriguez, KFI-KECA classical music director, is vacationing at his ranch on the edge of the Mojave desert.

KNX has contract with F. & F. coughdrops for a 15-minute spot at 12:30 p.m., Mondays, Wednesdays and Fridays, starting Sept. 11. Type program yet to be decided upon.

Nona Croff, formerly on WEA, has been set by KFWB for a series of "interviews" on Sunday, Tuesday and Thursday mornings, sponsored by LeBon Cosmetics.

"Bureau of Missing Persons" returns as a KEHE Sunday evening sustainer, with Robert Dillon producing and Police Captain F. R. Parsons participating.

Sunset Oil's "Curtain Calls" has been revamped into "Behind the Scenes of Radio" by KFWB.

The Paul Taylor Chorus has been signed to repeat with Marion Talley on the new Ry-Krisp series.

"Moving Stories of Life," transcribed dramatic briefs written by Gene Carmen and featuring Hans Conreid, has moved to KFI.

Earle C. Anthony has added farming to his automobile and radio interests. Harvested record hay crop recently off the 20 Beuna Park acres on which KFI transmitter is located.

Stu Wilson, conductor of KHJ's "Rise and Shine" club, had an estimated 35,000 guests at his picnic-barbecue in Griffith Park. Stu has a new announcing chore on "House Undivided."

Bill Pabst, KFRC program director, San Francisco, is in town conferring with Lewis Allen Weiss of the Don Lee net. Herb Allen, KFRC announcer, has transferred to the KHJ announcing staff.

Gertrude Niesen has renewed for another four weeks with Olsen and Johnson and Richfield.

C. P. Phiemonge, business agent of the Birmingham, Ala., musician's union, in town vacationing and seeing the sights with Frederick Stark.

Hal Styles boasts having found jobs for 2,022 needy individuals, as of Aug. 22, on his KHJ "Help Thy Neighbor" program.



• • • Besides his commercial for Kopper's Coke (which will be aired via two stations), Eddy Duchin and his music with Patricia Norman vocalizing will be sponsored by Elizabeth Arden cosmetics—coast-to-coast!...Genevieve Rowe, just another voice in the Russ Morgan choir, has become soloist for the group....Jack Pearl and his wife, Wini, are still in Europe and will return in time to start rehearsal for the George White show....Jane Froman has the exact leg measurements as Marlene Dietrich—but her foot is smaller!...Martha Tilton, choirister on the Oakie College, has been elevated to spot shots with the Benny Goodman crew....Alice Faye and Andy Devine will appear with Ken Murray in "Young Man's Fancy" for Universal.

• • • A feud is going on at WLBC, Muncie, Ind., between the Old Ranger and Jake Higgins, special events announcer....On the show recently, a rabid Old Ranger fan appeared at the studios with a big club and demanded to be shown Jake....Irate listener was all set to pound the daylight out of Higgins for feuding with the Old Ranger....However, members of the staff quickly assembled for trouble and gently eased the fan outside without any damage being done....Just goes to show how seriously some people take the airwaves. Now if only sponsors would do likewise, we'd be entertained all the time....Doris Peck, The bundle of Heaven from WNBC, New Britain, Conn., swung the baton for an all-boys ork in Springfield, Mass., for eight years! The crew was tagged very apropos: "Peck's Bad Boys"!

• • • Lanny Ross-Charles Butterworth-Raymond Paige Packard show will be called "Hollywood Mardi Gras"....Gabriel Heatter's vacation was occupied with the writing of the life of James E. West of the Boys Scouts. The book will be titled: "Dr. West: American"....Spencer Bentley is the new "Bob" on the "Betty and Bob" series for CBS....Wini Shaw took her kids, Libby, Jimmy and Johnnie to Coney Island last night for the first time and went on all the rides with them!....Jolly Coburn goes into the \$1,000,000 pier for Labor Day....George Griffin and Alice Remsen resume "Castles of Romance" next week....Basil Fomeen, Al Kavelin and William Farmer are auditioning for the Rainbow Grill spot....Astor Grill won't have any name-band, or wire—unless Vincent Lopez returns....Audree Collins from Chappel may become a network star because of her vocalizing the other day before an exec....Del "Pretty-Boy" Casino walked down Broadway yesterday wearing a white jacket, brown gabardine pants, suede shoes, glossy hair—and feeling generally swell because of the Daily Mirror "Only Human" article. But what happens—a corner bunch gives him the "birdie"—but GOOD!

• • • Paul Henning, "Poet of Swing" on Rhythm in Rhyme show via KMBC, Kansas City, Mo., staged a one-man love strike last week when a week-end visit to the love-interest in Chi was summarily canceled due to a morning audition for a sponsor.... Appearing for the audition with a stubble of beard that ill-becomes one known as the "Poet of Swing", he marched through the studios with a placard proclaiming "No Love—No Shave" until Woody Smith, production man, hurriedly gave in and agreed to a holiday for next week-end. Paul then got shaved. But what isn't known is whether he got the girl, if KMBC got the account—although the barber got his. "No cash—no shave"!...Viola Philo of the Music Hall in Radio City is recuperating at Israel Zion hospital....Words & Music claim that their tune, "Me, Myself and I" had twenty major plugs last week but RADIO DAILY didn't credit same.... Well, we don't know if your calculation is right—because we've read a few columns the past week in which the columnists have used "Me", "Myself" and "I" much more than 20 TIMES!



DAVE BENNETT has joined the staff of Schwimmer & Scott agency. Bennett, formerly with the Chicago Daily News, is handling radio continuity on automotive accounts.

Carl Harris, of J. Walter Thompson's, publicity chief here, off to Detroit on a business trip.

Arthur Wisner, head of Columbia Concerts Division and his assistant Hugh Hooks are attending a foregathering in New York. Wisner had to leave wife, recovering from appendectomy, in hands of a nurse here.

Pierre Andre, Chicago announcer and night club m.c., went to New York with Couple Next Door cast and intends to freelance in Manhattan.

Kirby Hawkes, radio director for Blackett-Sample-Hummert, is taking his vacation at home in Elmhurst. He's walking his prize dogs and such.

Lew Cowan, radio publicist, back from a vacation in Atlantic City and business visit to New York.

George Kercher of Edward Petry force, is making a swing up to Milwaukee and Twin Cities this week.

Frank Baker of WLS continuity department has named his new daughter Florence Patricia.

Ed Paul, WLS announcer, and Eileen Jensen who is Sally of Winnie, Lou and Sally, have announced their engagement.

Fritz Blocki, radio writer, back from a vacation at Cleveland and boat cruise on Lake Erie.

Ed Kelly, Julian Bentley, Harold Safford, John Baker, George Biggar among those vacationing at WLS.

John Baker will handle the programs which WLS will give before 20,000 farm folk at the University of Illinois Stadium in connection with the Farm Sport Festival on Friday, Sept. 3. Feature of the evening will be a pageant "Organized Farmers—Marching On."

Roger Pryor, CBS bandmaster here, is giving his actress wife Ann Sothern swimming lessons at the Edgewater Beach.

Jerry Belcher, Our Neighbors broadcaster, will interview Thomas J. Kelly, golf pro at Sunset Valley Club in Highland Park next Sunday. Also his mother, wife and three sons.

ATTENTION: RADIO ARTISTS!

CONTACTS!
APPOINTMENTS!
CORRESPONDENCE!
TELEPHONE MESSAGES!

They all play an important part in your future. Don't neglect them!
We handle these details for you. Call Miss Purcell at BRyant 9-2319.

MY PRIVATE SECRETARY

Secretarial Service for Radio Artists
48 West 48th St., N. Y. C. Suite 608

NEW BUSINESS

Signed by Stations

KDYL, Salt Lake City

Wilson Hotel, 10 5-minute programs; Western Optical Co., 30 5-minute programs, placed by L. S. Gilham Co.; Peoples Finance Co., 60 5-minute programs, placed by L. S. Gilham Co.; Streater-Smith, Inc., 52 5-minute programs; Interstate Transit Lines, 52 15-minute news broadcasts, placed by Beaumont Homan Co.; Montana Cereal Co., 52 15-minute programs; Mutual Citrus Products, 26 5-minute programs, placed by Mayne Advertising Co.; Hudson Bay Fur Co., 8 30-minute remote control programs; Bert C. Palmer Realty, 52 5-minute programs; Montgomery Ward Co., Neighbor Jim 15-minute transcriptions, 3 weekly for 1 year, 3 5-minute remote control broadcast direct from store daily, 5 spots daily indefinitely; Dinwoodey Furniture Company, 39 15-minute programs; W. T. Grant Co., 39 15-minute programs, placed by N. W. Ayer & Sons; Standard Furniture Company, 36 5-minute programs; Arden's Inc., 1,000 spots; Albers Bros. Milling Co., 39 15-minute programs, placed by Erwin, Wasey Co., Seattle.

PHILADELPHIA

WIP

Gem Products Sales Co., laundry products, renews Transradio news through Robert M. Clutch Co.; Sam, The Tailor, spots, through Gallagher & Muir Agency; Christian Science Committee On Publication, renews talks, placed direct; Rev. F. F. Basworth, religious for a full year, placed direct; Women's Home Companion, monthly discs for a full year, through Geyer-Cornell Agency.

WFIL

Dodge Brothers, spots, through Ruthrauff & Ryan; B. C. Remedy Co., headache powders, sports review, through Harvey-Massendale Agency; M. London, electrical appliances, spots, placed direct; Lutheran Hour, religious, through Kelley, Stowman and Zahndt; Hardwick & Magee, rugs, spots, through Feigenbaum Agency.

WLBC Commercials Up

Fifteen contracts on a non-cancelable basis for a year's time were signed by the commercial department of WLBC, Muncie, Ind., last week. Minimum contract calls for a quarter hour each per day. Total number of hours sold under the direction of Bill Craig, commercial manager, exceeds 400 hours. Total of eight hours and more daily was signed by the station.

RALPH KIRBERY

"The Dream Singer"

MANAGEMENT
WILLIAM MORRIS AGENCY
BILL MURRAY

★ Program Reviews ★

LOUIS-FARR FIGHT

Buick Motor Co.
WEAF—NBC-Red and Blue networks, Tues., 10-11:15 p.m.
Arthur Kudner Inc.

FIGHT BROADCAST NOT UP TO PAR; RINGSIDE ANNOUNCERS MUDDLED, ALMOST FORGET THE SPONSOR.

Clem McCarthy and Edwin C. Hill. NBC announcers, sort of kicked the blow-by-blow description of the Louis-Farr fight around the Yankee Stadium. Announcers could not even get together on what round they were witnessing.

Hill was the chief offender. At the end of the fifth round he started to call it the fourth. Later on he was talking about the "bell is about to begin" and got his rounds twisted up again in the fourteenth. Hill was also guilty of log-rolling. He, a Hearst writer, took time out twice to plug other Hearst writers present at the ringside.

McCarthy did as good a job as anyone we have heard with the possible exception of Charles Francis Coe. But Clem did make it appear that Farr was winning when actually Louis was taking certain rounds. He also got his lines bawled up and inverted his sentences so that the left hand was hitting the right face.

Buick, which paid for 75 minutes of broadcast time, should have received more plugs. With the exception of the opening and closing announcements by Ben Grauer and two one-minute plugs Buick was left out. Sponsor probably insisted on brief announcements but expected that commercials would have been inserted more often. Clem only inserted about three Buick mentions in his running description.

It would seem that hereafter NBC or the sponsor delegate an "official listener" to guide the announcers. A little advice conveyed to the announcers via head-sets would have gone a long way towards righting Hill on the wrong rounds and Clem's impression that Farr was winning the fight. NBC ordinarily employs a "cue" channel on its own special

events and the same system could be used on a sponsored broadcast of a news nature.

The "Twelfth Night"

A brilliant "last night" audience was on hand Monday to view CBS' final presentation of its Shakespeare cycle and saw the finest broadcast of the series performed by such able thespians as Sir Cedric Hardwicke, Helen Menken, Orson Welles and Tallulah Bankhead. The rollicking comedy was also fortunate in having an able assisting cast to carry off the lines that had been specially prepared for them. Acting honors for the "Twelfth Night" must go to Sir Hardwicke and Miss Menken.

A new innovation in broadcasting climaxed the series when "Curtain Call" was presented one-half hour after the conclusion of the dramatization. Show, which was ad-lib, was handled smoothly by Bob Trout who presented various members of the cast.

"The Big Apple"

Ted Wallace and his Sing-Band, Joan Brooks, "Sugar Plum," Paul Johnson, "3 Little Chickadees" and company took part last night in radio's first nationwide presentation of the "Big Apple," the south's newest dance sensation. Program was on for a half hour show over the NBC-Blue network.

Ben Grauer in the last ten minutes of the period described the new dance which was demonstrated in the studio. Ted Wallace and company sure can hit the hot notes. Joan Brooks and Paul Johnson are tops as vocalists. Joan sang "Where or When," "Me, Myself and I," and "Old Rocking Chair's Got Me" for three different types of songs. Johnson sang "Gone with the Wind" and a duet with "Sugar Plum," "Stop, You're Breaking My Heart."

The band is very pleasing to the ear. It was too bad program didn't allow more time for the band to display its stuff as a single unit. Troupe is a natural for radio or stage.

GUEST-ING

KITTY CARLISLE, CLIFTON WEBB, BENITA HUME, SIR CEDRIC HARDWICKE, FANNIE HURST and ARTHUR HAMMERSTEIN on premiere broadcast from Astor Theater tonight (WHN, 8:30 p.m.).

RICHARD CROOKS on the "Magic Key of RCA" program on Sept. 5. (NBC-Blue, 2 p.m.).

TOMMY FARR and his manager TED BROADRIBB, on Rudy Vallee-Fleischmann Yeast Hour, Thursday, Sept. 2 (8-9 p.m. on NBC-Red network).

"ZIMMY", the legless swimmer, on Robert Ripley's program (NBC-Blue, Sept. 3, 9 p.m.).

ED SULLIVAN, on Benny Davis' Stardust Revue, WOR-Mutual, Sept. 5 (6-6:30 p.m.).

LEON ERROL, on Show Boat, NBC-Red, Sept. 2 (9-10 p.m.).

ELMORE VINCENT and DON JOHNSON (Senator Fishface and Professor Figgsbottle) guests of Jane Froman, NBC-Red network, Sept. 5, 7 p.m.

SEATTLE

Harry Mullen, musician of Sedro-Woolley, Wash., has been appointed to the staff of KOIL, and sings thrice weekly.

Bicycle adventuring on a five-week vacation is Master of Ceremonies Tommy Thomas of KOMO. He has been traveling along the rim of the Olympic peninsula, pedalling over slopes of the Olympic mountains on his trusty metal steed and also ferried over to Victoria, British Columbia to learn of listeners' likes ere returning to emceeing in Seattle.

Through aid of the National Youth Administration, the University of Washington is installing considerable new equipment in its campus radio studio whereby it will be enabled to make its own electrical transcriptions for broadcast purposes.

Difference in appraisal of the estate of the late Edward M. Doernbecher, president of the Puget Sound Broadcasting Co., operating KVI, has arisen. A former value of \$188,600 is considered too low through the recent filing in the superior court of Tacoma of an inventory and appraisal of Rex S. Roudebush, appraiser for the division of inheritances and escheats of the state tax commission, which places a valuation of \$421,171.77 on the estate, listing the value of 996 shares of the Puget Sound Broadcasting Company stock at \$398,400. There the main difference in appraisal occurs. Roudebush valued these shares at \$400 each instead of \$200 as did the other appraisers.

★ PROMOTION ★

Hero Awards on WCAU

Philadelphia — The monthly Hero Awards made by the Philadelphia Inquirer, morning newspaper, will hereafter be broadcast over WCAU from the office of M. L. Annenburg, publisher of The Inquirer. Next award, on September 7, acclaiming a member of the city's police or firemen force for an outstanding deed of valor, will have Mayor S. Davis Wilson making the presentation. Subsequent broadcasts, the first Monday of each month, will also be carried by WCAU's short-wave station.

Give Away for Children

To KFOX child listeners, Hal Nichols, president, is giving away magic Chinese ring tricks, device whereby coins may be made to disappear. Tie-in is with the program "It Happens In Every Family" which narrates the adventures of Jack and Mary and their uncle and aunt every night at 6:30. Only requirement for the prize is to send a self-addressed, stamped envelope.

CLYDE BARRIE

CBS

Thursday

6:15 P. M.

★ F. C. C. ★ ACTIVITIES

HEARINGS SCHEDULED

Sept. 10: Citizens Broadcasting Corp., Schenectady, N. Y. CP for new station. 1240 kc., 1 KW., 5 KW. LS., unlimited.

Thomas J. Watson, Endicott, N. Y. CP for new station. 1240 kc., 1 KW., unlimited.

Radio Station WFNC, Fayetteville, N. C. CP for new station. 1210 kc., 250 watts, daytime.

Hampden-Hampshire Corp., Holyoke, Mass. CP for new station. 1240 kc., 500 watts, 1 KW. LS., unlimited.

Capitol Broadcasting Co., Inc., Raleigh, N. C. CP for new station. 1210 kc., 100 watts, 250 watts LS., unlimited.

Oct. 1: N. B. Egeland, Roland, Ia. CP for new station. 1500 kc., 100 watts, 250 watts LS., unlimited.

Colonial Broadcasting Co., Morristown, N. J. CP for new station. 620 kc., 1 KW., unlimited.

WAVE, Inc., Louisville, Ky. CP for new station. 610 kc., 250 watts, 500 watts LS., unlimited.

Sims Broadcasting Co., Phoenix, Ariz. CP for new station. 1210 kc., 100 watts, 250 watts LS., unlimited.

Oct. 6: William C. Smith, Bogalusa, La. CP for new station. 1310 kc., 100 watts, unlimited.

Larry Rhine, San Francisco. CP for new station. 980 kc., 250 watts, daytime.

APPLICATIONS RECEIVED

Arlington Radio Service, Inc., Arlington, Va. CP for new station. 1140 kc., 1 KW., unlimited.

Cuyahoga Valley Broadcasting Co., Cleveland. CP for new station. 1500 kc., 100 watts, unlimited.

Cuyahoga Valley Broadcasting Co., Warren, Ohio. CP for new station. 1200 kc., 100 watts, unlimited.

Mittelle Franklin Noble, Anniston, Ala. CP for new station. 1420 kc., 100 watts, daytime.

R. C. Atwood, Port Angeles, Washington. CP for new station. 1500 kc., 100 watts, unlimited.

Biggest Barn Dance

Chicago—Dixie may have its Big Apple but Chicago will be satisfied with putting on the World's Biggest Barn Dance in Soldiers' Field—seating more than 80,000—the night of Friday, Sept. 17 in connection with Chicago's Charter Jubilee.

The gargantuan dance with practically every member of WLS National Barn Dance taking part will be free for the entertainment of rural visitors who will be guests here during farm festival week. The world's biggest barn—a huge stage with rafters, bales of hay, lanterns and other appurtenances will be erected in the center of the field. There will be hog and husband calling contests; milking; rolling pin, post driving and sheep herding competitions in connection with the big hoop-la.

1	9	3	7
SUN	MON	TUE	WED
4	5	6	7
10	11	12	13
14	15	16	17
18	19	20	21
22	23	24	25
26	27	28	29
30			

Greetings from Radio Daily

September 1

Clyde Lucas Don Wilson
Edwina Eustis William N. Daly
John J. Anthony

STATIONS OF AMERICA

Highlights in the Development of Outstanding U. S. Radio Stations:

No. 63 of a series.

KGGF — Coffeyville, Kans.

1010 Kilocycles—1000 Watts

H. J. POWELL, Manager

W. B. DURRAH, Commercial Manager

KGGF is owned and operated by Powell & Platz, owners of the Coffeyville Journal. Established in 1930, KGGF has moved forward steadily, climaxing that growth with a network affiliation as a member of the Mutual Broadcasting System on Sept. 1.

Original licensee of KGGF was the late Dr. D. L. Connell, owner of the Picher Hospital, Picher, Okla. Powell & Platz purchased KGGF, together with a construction permit authorized by the FCC, in June, 1930. Regular program schedule was started Oct. 17 of the same year. KGGF has spent \$10,000 in the past year improving the station in anticipation of the network affiliation.

KGGF program selections present a well diversified and balanced broadcasting schedule. Musical, educational and religious features all are given their share in the day's presentations. Now, with the wide variety of entertainment available to listeners in this area, KGGF bids fair to become one of the most important outlets in Kansas. Programs from Honolulu, Canada and Europe will be heard regularly, as will all special event broadcasts and many commercial shows aired by Mutual network.

KGGF offices are located at Eighth and Elm streets and studios are situated in the Journal building. The transmitter is located in a different state, South Coffeyville, Okla. Station shares time with its sister station, WNAD, Norman, Okla.

KGGF now boasts a coverage of 100 miles. Its primary area, Coffeyville and surrounding towns, has been so well covered that station has had to increase its broadcast schedule many times in order to meet increased commercial commitments. As the revenue has grown, programs with larger budgets have been aired. The owners, believing that KGGF is a station for the people, are always attempting to expand in an effort to live up to their benefits and give listeners the best broadcasts possible.

VIEWPOINTS

Television May Boost Sales by 200 Per Cent

Reiterating the statement that there is still no definite assurance as to when commercial television will make its debut, President Lenox R. Lohr of NBC, in a recent interview, expressing the opinion, however, that when television does come it will prove quite a stimulant in the sale of the products advertised through this medium. Lohr said in part:

"We are having psychological studies made to suggest how much more merchants can expect to sell through television broadcasts than through radio, and something like three times as much has been suggested as a possible factor. We are also trying to discover what types of products can best be demonstrated.

"Already some thirty or forty national advertisers have asked to be considered as early applicants for space, but until we are nearer the threshold of performance we are not attempting to work out any contracts.

"One of the indeterminate elements involved lies in the size of the audience, which must necessarily be smaller than that of the radio audience. With the aid of ultra-high frequency relays and coaxial cables we believe we can reach, theoretically, half the population of the United States concentrated and around large cities; but by no means all of this

possible audience will buy television sets, although many might observe broadcasts in public places where sets were installed.

"The cost at which sets will be put out, however, must be a factor in the size and quality of the audience; and this is very important to the advertiser. I believe, however, that the problem of sponsoring programs will not be the most difficult we still have to solve.

"The Federal Communications Commission also is an important factor in determining the date at which television will go on the market. It has insisted on the adoption of standards to insure uniformity in sets, which will mean that all varieties can pick up the same broadcasts. It is understood that progress has been made along these lines."

MARK WARNOW: "A singer is like a creative artist in the sense that he must constantly seek those things about his business which he is aware he doesn't know. Throughout my long association with singers of all types, concert, operatic and popular, I've never yet come across one who was successful who thought there wasn't anything more to learn about his art. A singer must keep not only his mouth open, but his eyes and ears as well. He can never learn too much."

Gala Week to Christen KOIL's Transmitter

Omaha — KOIL of Central States Broadcasting Co. has set aside the week of Sept. 12, for a gala series of programs dedicating the station's new transmitter which will increase daytime power from 2,500 to 5,000 watts.

Most important events are two Mutual chain broadcasts which will originate from the city auditorium during the Omaha Electric Show. First will be Tuesday night, Sept. 14, and will include a series of short interviews with "The Man in the Furrow." Nebraska and Iowa farmers will be interrogated on crop conditions.

During the week five Nebraska and five Iowa towns will also be saluted by special civic broadcasts—which are to originate in the honored towns. Eight entertainers, three announcers, two engineers and other KOIL staff members will make up the broadcast and vaudeville party, which will take with them Nebraska's only flying broadcasting and motorized radio units. The flying unit will cruise over the city, the announcer in the plane conversing with the announcer on the ground via short wave, talking about the particular town, its industries, schools and civic activities. Following this will be a man-on-the-street interview and vaudeville entertainment. Preceding the dedication week, KOIL will honor editors of the 10 cities, officials of both states, the mayors of Council Bluffs and Omaha and newspaper writers at a preveue party in the new transmitter house.

British Tele Exhibition

London—In a forceful effort to swing over the average Englishman from his natural prejudice that television is still in its experimental stages, manufacturers are displaying some startling advances in equipment at the Radio Exhibition opening at Olympia this week.

Inexpensive sets and larger screens are the bait dangled in front of a dubious public, and these developments together with an appreciable advance in quality are offered to convince the skeptics.

Feature of the show is a Philips model, developed partly by English experts at the Eindhoven Laboratories, Holland, and projects pictures 20x16 inches. From a distance of six feet, component lines are invisible and definition of images, in green and sepia, is quite equal to the home movie.

It is hoped that the whole of England will be networked for television by use of coaxial cable.

AGENCIES

WM. N. SCHEER agency of Newark, has a complete broadcasting staff which currently is busy doing three broadcasts weekly from the Newark airport, interviewing noted passengers, etc., and airing via local outlets.

ORCHESTRAS - MUSIC

LATEST dance craze, "The Big Apple", had its radio debut over WJZ and the Blue network last night sponsored by NBC and Consolidated Radio Artists. As a sequel to the radio show, Ed Kirkeby of CRA announced that a unit production available for theaters, clubs and ballrooms will take to the road.

Martha Perry, vocalist, goes into the French Casino Friday with Lou Breese's ork. Set by Joan Brooks, featured warbler with Ted Wallace's band, who also handles talent.

Carol Lofner and orchestra, now playing at the Casino in San Clemente, provide CBS with its most distant remote. Music comes approximately 70 miles by line before reaching KNX transmitter for broadcast to other stations of CBS Pacific Coast.

Faye Wilson, of Piedmont, Cal., replaces Ivy Cole as vocalist with Jack Winston's band.

"Genial" Jan Garber and his dance aggregation will be heard in a half-hour broadcast over KYA on Sept. 6. KYA will pick up the music of Garber's swing organization as it performs at Sweet's Ballroom in Oakland on the Labor Day holiday.

Fats Waller one-nights it at the Camden Armory, N. J. on Sept. 3.

Harold Nagel and his ork who play at the Hotel Pierre (N. Y.) roof, have

been booked by CRA to play the fall and winter season at the Corinthian Room of the same hostelry, starting Sept. 15.

Rose Marie, of baby fame, will sing to make four Master recordings. Tunes that will be waxed are: "Can't You Kind of Go for Me", "Headin' for Heaven", "Shine", and "Juba".

Woody Herman has been booked by Rockwell-O'Keefe to lead his band at a private dance on the estate of Mr. Walter Hoving at Southampton, L. I. on Sept. 3.

The Original Dixieland Jazz Band, arrive in N. Y. October 1 from the Fort Worth Centennial, to play at Christie's Old N. Y. Tavern. Set by CRA.

Eli Dantzig, booked by CRA for an indefinite engagement at the Hotel St. George (Brooklyn) starting Sept. 15. Band goes on the air with an NBC wire.

Sonny Dunham, former trumpeter and trombonist with Casa Loma, showing his own band at Hunt's Ocean Pier, Wildwood, N. J.

The latest song-writing endeavors of Al Neiburg and E. P. La Premiere resulted in two tunes, entitled, "Blue Bayou" and "Wee Bit of Shamrock" to be published by the Roy Music Co.

OMAHA

The current infantile paralysis epidemic in Omaha, which is making its effect felt in all branches of the amusement industry, has caused WOW announcer Tom Chase to cancel his Saturday morning Uncle Tom's Playhouse program for children until the situation clears up.

WOW announcer John K. Chapel and wife have written studio friends that they're finding their European vacation enjoyable. They wrote from Paris just before starting on a tour of 13 countries.

The State Federation of Women's clubs begin a new series of programs today over WOW.

Margaret Smith, known in radio as Margaret Shanna, arrives in Council Bluffs, Ia., Sept. 3, to visit her mother. Miss Shanna has the lead in "Arnold Grimm's Daughter" for CBS. Sydney Smith, her brother, left radio work after appearing in "Twelfth Night" Sunday evening, to join the cast of Maurice Evans' "Richard II" opening in New York Sept. 15.

ALBANY

Effective today, the Albany Knickerbocker News, evening paper, will broadcast news flashes and sports over Stations WOKO and WABY twice daily. Ed Healy will be the aircaster, with five-minute news flashes over WOKO at 6 and sports over WABY at 6:35. Charlie Young, sports editor, and Warren Flood, assistant, will help in the preparation of sports copy. The Knick-News is the result of the recent Hearst-Gannett deal in Albany, whereby the Knickerbocker Press discontinued morning publication and merged with the Evening News, allowing the Hearst Times-Union to switch from p.m. to a.m.

Royden N. (Doc) Rand, WOKO-WABY ballcaster, served as Master of Ceremonies for the radio artists program between games (Tues. Aug. 31) last night in Hawkins Stadium, Albany. It was part of "Radio Appreciation Night," a new novelty now sweeping organized baseball. In every city where such a night has been held, average attendance has been from 35 per cent to 80 per cent better than ordinary.

... Radio's own daily newspaper modestly presents a series of 100 unsolicited testimonials as to what Radioland thinks of RADIO DAILY.

K O Y

Phoenix, Ariz.

"... Congratulations on your publication, RADIO DAILY. We are enthused with its contents, feeling that it is an excellent informative medium of keeping in touch with the various stations throughout the country and the activity in the field of radio."

Earl A. Nielsen
Manager.

SELZNICK INTERNATIONAL PICTURES, INC.

Culver City, Calif.

"... My sincerest congratulations on a most timely magazine and one that has long been needed in the amusement industry."

Russell Birdwell

W P R O

Providence, R. I.

"... I have read the RADIO DAILY carefully since you started its publication, and it is thoroughly used and appreciated by the staff."

Stephen P. Willis
General Manager.

... RADIO DAILY is six months old. It is growing fast. It already has the confidence of a great progressive industry. Watch RADIO DAILY.

PHILADELPHIA

EDWARD ROECKER, featured singer on CBS Pick and Pat show, was a visitor at WIP, where he first started in radio, and obliged by doing a guest shot on the Homemakers Club visual program.

Murray Arnold spotting the regional beauty contest winners on his WIP Tom Rocap "For Men Only."

John Clark, WFIL program director, is among the early September vacationers.

M. Leonard Matt, WDAS news commentator, will have charge of the "Parade of the Nations" to be staged at Philadelphia Convention Hall next month in connection with the Constitution celebration.

Alexander Siekierka, cellist, son of Israel Siekierka, violinist with the Philadelphia Orchestra, goes to WPG, in Atlantic City, for a concert series of radio broadcasts.

Marty Gosch, former radio co-ordinator for Warner Brothers, back in town from Hollywood, to visit his parents, who are seriously ill.

The first annual Radio Table Tennis Tournament will be staged at the Arcadia International House next month. Early entries are Murray Arnold, WIP publicist, Ken Stowman, WCAU press relationer, and Milt Shapiro, of the Shapiro-Bushman Agency.

Thomas F. Joyce, RCA Victor advertising manager, and E. J. Anzola, of the export advertising department, are back at their Camden, N. J., desks after attending a three-day sales convention in Havana, Cuba.

Gene Morgan, WFIL's Tydol news reporter, misses his daily broadcasts for the time, hurried to the hospital for observation.

Carolyn Ann Cross, directress of WIP's Homemakers' Club, has been appointed a judge of the 1937 Atlantic City Beauty Contest by Mayor Charles D. White of the seashore city.

Every day at noon, Gene Morgan, WFIL's Tydol News Reporter, interviews members of the radio audience over the air. Recently his guest was Herbert DeLanoie, head of the supply department at WIP.

June Collins, of the WIP program staff, has just opened a piano-song engagement at the Surf Room of the Hotel Hildebracht, in Trenton, N. J.

New to the engineering staff at WIP is Kenneth Fees, formerly of radio stations in Kansas City, Mo. Fees has been assigned to the field engineers corps.

ONE MINUTE INTERVIEW

JOHNNY GREEN

"The new comer today must look to established radio stars, rather than to the amateur collectors. In order to gain national recognition. And by established radio stars, I mean such talented entertainers as Rudy Vallee and Jack Benny. These two men have contributed more big names to radio than any other ten programs combined."



Coast-to-Coast



KFOX now has more than twenty-five remote control programs daily including Southern California Network releases, local Long Beach programs and special Los Angeles features. These remote points include dance orchestras, churches, department stores, and a Long Beach theater.

Virginia French, WDAF vocal artist, has moved to Hollywood where she will teach in the Cumnock school, and engage in free lance radio work.

Don Davis, president of WHB is in Chicago for ten days while his secretary Carmen Frey and Ailene Hoyt of the continuity dept. have just returned from their vacations.

KIDW notes: To assist mothers in getting their children to take afternoon naps, a daily feature of soothing music is played for a quarter-hour, uninterrupted by speech, each mid-day. Sleep coaxing period is called "Lullaby Time" . . . A very popular feature which is presented daily by KIDW is "Flowers for the Living" wherein a rose is delivered daily to some local honoree. A local floral shop supplies the flowers, which are awarded on the program . . . Source of much amusement during the coming school term will be a remote line to a classroom in the college at Lamar, Colorado. At unexpected intervals during the day the "candid" line will be opened and KIDW listeners will "go to school."

T. L. Evans, president of KCMO, has just returned from a two weeks' vacation in California.

Bob French, WHKC production manager, has just returned from a 3-day visit to N.Y.C. where he conferred with MBS officials. WHKC, as a result, will not only carry a great many shows from the network, but will also originate several programs.

WBNS, Columbus, O., plans a Shanghai series with Adrian Fuller, member of the Dispatch editorial staff, giving a word picture of the general situation in the Orient.

WMT, Cedar Rapids: Members of the staff are traveling to the Iowa State Fair this year in de luxe style for a series of "in the flesh" shows direct from the specially built studios of WMT, KSO, and KRNT, on the fairgrounds. Doug Grant, program director, has just rented a new trailer in which to transport members of the staff and equipment from Cedar Rapids to Des Moines. During the Fair, all of WMT's news programs by Grant will come by direct wire to the transmitter as well as organ programs by Frank Voelker, radio's blind organist, and the early morning farm show with Bob Leefers. . . Sumner D. Quarton, general manager, took

time off from duties last week to journey out to Colorado for a short vacation. . . Bill Quarton, commercial manager, Bob "Smashie" Mitchell, engineer, "Farmer" Bob Leefers and Mac McElroy, were the top four in the recent golf tournament held at the Cedar Rapids Cuntry Club recently to pick a team to play the lads at KSO and KRNT.

Bill Frosh, WIRE announcer, is planning to spend his vacation visiting old friends at the MBC studios in Chicago.

WFBM's "Haymakers", heard daily on Chuck Wagon and Farm Hour broadcasts, signed a two-a-day commercial for duration of the Indiana State Fair, to be aired from fair grounds and open to the public. Frederick Winter, the Ole Cuhnel, will be on hand to guide the boys through their trips down the air-planes.

Roster of KDYL announcing staff totals eight, with the addition of Jack Gregson, formerly of KGA, Spokane, Wash.

Fran Heyser, KMBC production chief, and Barbara Winthrop, continuity editor, who have been in New York working on the diskings of Arthur Church's new utility radio strip, "Phenomenon," have returned, while M. F. (Chick) Allison, publicity director, is expected home from his vacation the first of the month.

WDNC, Durham, N. C. has become Fair conscious. During the week of Sept. 13, station's mikes will conduct "man-on-the-midway" interviews at the Durham County Fair. A fully equipped WDNC studio will be on display on the Fair grounds. The Durham Tobacco Festival, starting Sept. 20 will also have the WDNC studio exhibit and some novel programs.

"On the Air!" new early riser at WBAL, Baltimore, is developing into one of the station's big mail pullers. Offering time signals, weather reports, selected music, market reports, farming information and news bulletins, the program is getting especially large response from territories surrounding Baltimore. It has proved that many listeners enjoy a diversified hour of entertainment from 6 to 7 o'clock in the morning.

KMOX, St. Louis: "St. Louis Day" at the Missouri State Fair was side-lighted by a series of interviews with St. Louis executives and members of a party of 500 sponsored by the Chamber of Commerce. Public affair stint was handled by Jerry Hoekstra on the Fair grounds . . . On Aug. 25, 150 newsboys from Peoria, Ill., made a tour of the studios . . . Carol Gay, station's stylist, left for N. Y. where

BOSTON

THE City Fuel Company of Boston will sponsor a 5-minute sports review on WEEI starting Monday, Sept. 6. The program will be heard nightly at 6:15 immediately following the news. To be known as the "Herald-Traveler Sports Page of the Air," by special arrangement with those newspapers, the program will present a concise report of the daily sport news by Jay Wesley, WEEI's special events announcer. The deal was signed by Dowd & Ostreicher Advertising Agency.

On Friday, Sept. 3 WBZ-WBZA will broadcast a special program from 9:30 to 9:45 p.m., entitled "What Every Freshman Should Know" to an NBC-Blue network. Sophomore from Boston University and Harvard University will be interviewed as also will be the Dean of Men at M.I.T.

WEEI has just issued a four-page booklet titled "This is WEEI." A piece of sales promotion, the booklet gives market data, colored maps of day and evening coverage, photographic displays of the new modern transmitter and antenna for the benefit of advertisers and agencies to whom it has been sent.

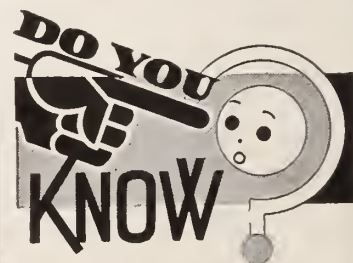
Ruth Moran of NBC sales in Boston off on her annual two week's vacation.

Dorothy Miller, secretary to John A. Holman, general manager of WBZ-WBZA, has returned to her office after an illness of several weeks.

she will make final arrangements for Lucien Lelong's visit to St. Louis on Sept. 14. During Miss Gay's absence, Lynn Loray will handle the "Let's Compare Notes" program.

The "city of brotherly love" among broadcasters seems to be Des Moines, judging from the trade deal arranged between the Iowa Network and Station WHO on Monday and Tuesday of last week. The Iowa Network's Northwesterners, hill-billy act, filled in a theatrical date in Nebraska for WHO's Four Dons, quartet, while the Four Dons reciprocated by appearing in place of the Northwesterners over KRNT's Hawkeye Dinnertime program.

Bill Pope, WESG sports announcer, vacationed on Lake Ontario, but drove the 180 miles (return) four times during the fortnight (of rests) to air Elmira's baseball games.



Bob Hope toured mid-West vaudeville theaters for four years with Fatty Arbuckle.



RADIO DAILY

Serving the Better Interests of Commercial Radio and Television



VOL. 2, NO. 45

NEW YORK, N. Y., THURSDAY, SEPTEMBER 2, 1937

FIVE CENTS

CBS August Leaps 58%

POLISH AUDIENCE BID BY COLGATE IN CHI.

Chicago—Colgate - Palmolive - Peet Company, through Benton & Bowles, have entered the foreign language radio field with a trial program in Polish over WGES.

Program is handled by foreign language division of Van Cronkhite Associates, Inc., Chicago.

Other foreign language radio programs handled by VCA and placed during the week include "Orange Crush" in Detroit through J. Walter Thompson and Libby, McNeil and Libby in Chicago, also through J. Walter Thompson Co.

Understood Chevrolet Motor Company, through Campbell-Ewald is placing extensive foreign language programs during September.

Wheaties Stunts Again On Its Baseball Series

Wheaties yesterday announced plans for a series of Radio Appreciation broadcasts during its regular airings of American Association baseball games. Stations to participate are WHAS, WIRE, WCCO, WTCN, KXBY, WBNS, WISN and KTSA. Announcers will be asked to plug appreciation dates on all broadcasts. George M. Trautman, president of the league, will award a cup to the station that pulls the largest attendance into its local ball park.

The possibility of Wheaties continuing its three hour broadcast of sport summaries on WMCA through the winter loomed yesterday when an announcement was made that a \$10,000 contest was to be started immediately by the sponsor in an at-

(Continued on Page 2)

Fancy Slugging

Cleveland—Accountants have come through with the figures on the softball game held the other day between the production men and engineers of WHK-WJAY. Score was 54 to 17, in favor of the production men. Seems that every man on the winning team was a slugger, while the engineers boasted of one good man.

No Box Tops?

New Orleans—WDSU celebrated its fourth annual party at Pontchartrain Beach with arrangements giving the kids free rides on the games, free lemonade and a hot dog eating contest, the winner getting a \$50 bicycle. Doctor bills were kept down by running the hot dog contest on a time instead of a quantity basis. All were given paper hats with a hatband reading: "I Listen to WDSU."

ATLANTA PAPER SEEKS NEW STATION PERMIT

Atlanta, Ga.—Application has been filed with the Federal Communications Commission by the Constitution Publishing Company, publishers of The Atlanta Constitution, for authority to build a radio station. The proposed station would operate for an unlimited time on 1240 kilocycles, with 1 kilowatt power at night and 5 kilowatt power during the day. Use of a directional antenna is proposed.

(Continued on Page 2)

Richards in Detroit

Detroit—President G. A. Richards of WJR, Detroit, WGAR, Cleveland, and KMPC, Beverly Hills, Cal., is back in Detroit to watch his Detroit Lions work out for their opening game in the National pro football league. Richards will remain in the auto city until after Thanksgiving Day.

Latin American Market Dotes On Hollywood Disks, Scripts

Lewis Browne to Air For CBS From Coast

Lewis Browne was named yesterday to succeed Elmer Davis as CBS commentator to pinch-hit during the European vacation of H. V. Kaltenborn. Browne will begin broadcasting Sept. 9 at 7:30-7:45 p.m. and will be heard weekly thereafter until the return of Kaltenborn early next month. Browne's programs will originate from studios of KNX.

Cumulative Total For Eight Months Exceeds Gross Billing Figure For 10 Months in 1936

MARROW OIL SIGNS FOR 7 NBC OUTLETS

J. W. Marrow Mfg. Co. (Mar-Oil shampoo) through James-Morton Inc., Los Angeles, has signed a 13-week contract for an unannounced show to begin Sept. 24 over seven NBC-Red network stations (KFI, KPO, KGW, KOMO, KHQ, KDYL, KOA) in the far west. Program will be broadcast Fridays, 1-1:15 p.m. (PST.)

Leather Men to Launch \$500,000 Ad Campaign

St. Louis—The National Leather and Shoe Finders' Association, which maintains headquarters here in the Mart Building, will launch a \$500,000 national advertising campaign, in behalf of shoe repair shops. Radio will be an important part of the campaign.

NBC Thesaurus Accounts

New subscribers to the NBC Thesaurus are KZRM, Manila, and WICA, Ashtabula, O. Renewals have been signed by KANS, WFDF, WDRC, WCOL, WRGV, KLRA, KOB and WROL.

CBS gross revenue for August totaled \$1,955,280, an increase over the same month in 1936 of 58.6 per cent. Cumulative total for the first eight months of 1937 is a gross of \$18,746,957, representing an increase of 36.7 per cent compared to the same period last year.

To date, the network's gross billings are greater than the Jan.-Nov. period of 1936, which included all of the presidential campaign commercial broadcasts.

STATIONS NOT RUSHING TO TAKE ASCAP INDEX

To date, not more than 20 broadcasting stations have applied to Ascapi to send them the first of the series of 25,000 song titles most used in radio. Society which announced the service as free, last week, says it will not send the stickers out until stations make individual requests. Stickers are arranged for card index system and contain the title, author and composer and copyright information. Ascapi further states it compiled the titles and info at a cost of over 20 grand.

Al Smith On Mutual

Mutual has booked Alfred E. Smith for an "Our Constitution" talk from Princeton University on Sept. 7, 10-10:30 p.m. Speech is in commemoration of the 150th anniversary of the signing of the U. S. Constitution.

Seeks Talent

In his first visit to America in years, Stuart Doyle, who recently resigned as head of Greater Union Theaters in Australia, arrives in Los Angeles Saturday from Sydney and then comes to New York en route to London. He is lining up talent for his broadcasting interests in Australia.

West Coast Bureau, RADIO DAILY

Hollywood—Newly installed in spacious quarters here, Pan-American Radio Productions, producers of Spanish language programs, is capitalizing on the world-wide interest in cinematic news and personalities by supplying that demand in the countries of Latin America, having been given exclusive representation in this country for LS10, Buenos Aires; PRA5, Brazil; CB73, Chile; CX14 Uruguay; HCJB, Ecuador; and other

(Continued on Page 2)



Vol. 2, No. 45 Thurs., Sept. 2, 1937 Price 5 Cts.

JOHN W. ALICOATE : : : Publisher

DON CARLE GILLETTE : : : Editor

MARVIN KIRSCH : : : Business Manager

Published daily except Saturdays, Sundays and Holidays at 1501 Broadway, New York, N. Y., by Radio Daily Corp. J. W. Alicoate, President and Publisher; Donald M. Merseu, Treasurer and General Manager; Chester B. Bahn, Vice-President; Charles A. Alicoate, Secretary; M. H. Shapiro, Associate Editor. Terms (Post free) United States outside of Greater New York, one year, \$5; foreign, year, \$10. Subscriber should remit with order. Address all communications to RADIO DAILY, 1501 Broadway, New York, N. Y. Phone Wisconsin 7-6336, 7-6337, 7-6338. Cable address: Filmday, New York. Hollywood, Calif.—Ralph Wilk, 6425 Hollywood Blvd. Phone Granite 6607.

Entered as second class matter April 5, 1937, at the postoffice at New York, N. Y., under the act of March 3, 1879.

FINANCIAL

(Wednesday, Sept. 1)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Am. Tel. & Tel.	166 ⁷ / ₈	165 ¹ / ₂	165 ¹ / ₂	— 1 ¹ / ₂
CBS A	27 ³ / ₄	27 ³ / ₄	27 ³ / ₄	— 1 ¹ / ₄
Gen. Electric	52 ¹ / ₂	51	51	— 1 ⁵ / ₈
North American	24 ¹ / ₄	23 ³ / ₄	23 ³ / ₄	— 1
No. American Pfd.	54	54	54
RCA Common	11 ¹ / ₂	11	11	— 3 ⁴ / ₈
RCA First Pfd.	74 ³ / ₄	73	73	— 2 ¹ / ₂
Stewart Warner	17	17	17
Zenith Radio	42 ¹ / ₂	41 ⁵ / ₈	41 ⁵ / ₈	— 7 ¹ / ₈

NEW YORK CURB EXCHANGE

Nat. Union Radio	1 ⁵ / ₈	1 ⁵ / ₈	1 ⁵ / ₈	— 1 ⁵ / ₈
------------------	-------------------------------	-------------------------------	-------------------------------	---------------------------------

OVER THE COUNTER

	Bid	Asked
Stromberg Carlson	12 ¹ / ₂	14

Web Special Events On 24-Hour Schedule

NBC news and special events department went on a 24-hour basis last night. Network wants to be sure that it does not miss anything of importance that might break in the Orient. Difference in time between here and Shanghai makes it advisable to keep department on a round-the-clock schedule. Edgar J. Higgins Jr. is working the lobster trick.

Sealtest Signs McCrae

Margaret McCrae was signed yesterday for the balance of the present series of the Sealtest Sunday Night Parties, heard every Sunday over an NBC, Red network at 10-11 p.m. Present series concludes after the Oct. 10, airing, and as yet no word of a renewal has been released. J. Walter Thompson is the agency.

IN BOSTON YOU CAN'T BEAT

WCOP

National Representative

WEED & CO.

New York Chicago Detroit

Coming and Going

CORK O'KEEFE left for Detroit yesterday to discuss business with Jimmy Dorsey.

ED FOX of CRA left for Chicago yesterday.

SIDNEY BANKS, CRA hotel booker in Atlanta, Ga., arrived in town yesterday on business.

BILL BACHER arrived from Hollywood yesterday.

JOHN IRACI, president of the International Broadcasting Corp., and general manager of WOV, WBIL, WRAX and WPEN, arrives today aboard the Rex.

BOB COLLIER is flying to New York from Hollywood this week-end on deals for his "Tarzan" series and to confer with WOR regarding the "Junior G-Men" program.

A. L. ASHBY, vice-president and general counsel for NBC, with MRS. ASHBY, arrive today aboard the De Grasse from Europe.

ZEKE MANNERS returned from Canada yesterday.

MARTHA RAYE returned to Hollywood yesterday after a personal appearance tour.

MARGARET DAUM of CBS returned to N. Y. after a two month vacation in St. Louis and resumes broadcasting Sept. 10.

LEWIS TITTERTON, NBC script department head, sailed on the Normandie yesterday.

WALTER KLAUER, WKBB, is in town.

BURRIDGE D. BUTLER and GLENN SNYDER of WLS are visiting in town.

BILL RAY, newly appointed head of NBC-Chicago press, is visiting Radio City headquarters before taking over his new post on Sept. 13.

BEV DEAN, publicity director of WHK, Cleveland, at NBC, here, arranging publicity for station's NBC affiliation on Sept. 26.

RICHARD A. BOREL, manager of WBNS, Columbus, O., is in New York.

FRED WEBER, general manager of MBS, left for Chicago yesterday afternoon.

FRED A. PALMER, vice-president and general manager of KOY, Phoenix, Ariz., in town.

Wheaties Stunts Again On Its Baseball Series

(Continued from Page 1)

tempt to name the broadcast. It is believed that program will continue on WMCA on a yearly basis, embracing all sports instead of just baseball as has been the sponsor's policy in the past.

O'Bryon Joins Y. & R.

James O'Bryon, ex-CBS press, has joined Young & Rubicam as assistant to Bill Thomas, agency's radio publicity director. Thomas was promoted to the new post when Fred Wile, Jr. moved up to become assistant manager of the radio department.

"Hollywood Hotel" Changes

West Coast Bureau, RADIO DAILY

Los Angeles—Igor Gorin checks out of "Hollywood Hotel" after three more broadcasts, with Frances Langford following suit shortly thereafter, it is reliably reported. These departures serve as confirmation of the break-up of the Bill Bacher formula for the Campbell soup, and the switchover of Ken Murray and Oswald to the show. Gorin has two weeks yet to go on the Texaco program, following which he is due for a vacation before resuming for another commercial.

Warnow on "We, The People"

Mark Warnow and his orchestra were signed yesterday for the "We, The People" series which begins Oct. 7 on CBS at 7:30-8 p.m. With the signing of Warnow, who appeared on the NBC series last year, the entire cast is now under contract. Young & Rubicam is the agency.

Atlanta Paper Seeks New Station Permit

(Continued from Page 1)

posed for night service. The Atlanta Constitution was one of the first newspapers in the South to enter the radio field, but abandoned the project and presented its equipment, after a short time, to the Georgia School of Technology.

Hamilton Joins WRDW

Augusta, Ga.—Thomas J. Hamilton, postmaster of Augusta and for the past eighteen years editor of The Augusta Chronicle, has resigned and accepted a position as vice-president of the Augusta Broadcasting Company, operators of Station WRDW. Mr. Hamilton was recently named "first citizen of Augusta" following the opening of the new Savannah River lock and dam project, for which he had worked almost twenty years.

More Chevy Disk Artists

Chevrolet Motor Co. yesterday signed ten artists for transcriptions. Francia White, Lucy Monroe, Lois Bennett, Howard Price, Bob Steele, Bailey Axton, Walter Cassell and James Wilkenson have been signed for two recordings each. Ben Lipset set the deal. Ray Heatherton and Ruth Carhart will record on Sept. 19 and 20 respectively. Henry Cox of Columbia Artists, Inc., set the latter two deals.

Pro-Ker on KPO and KFI

Pro-Ker Laboratories on Sept. 12 will start "Hair Raisers", a mystery series, on two NBC-Red Pacific stations (KPO and KFI). First two broadcasts will be heard at 3:45 p.m. (PST) with a shift to the 1:15-1:30 p.m. spot for the remainder of the 13-week run. General Adv. Agency, Los Angeles, has the account.

LATIN AMERICA DOTES ON HOLLYWOOD DISKS

(Continued from Page 1)

stations in Bolivia, Colombia, Honduras, Mexico and Cuba.

All of these stations are being supplied with a five-times-weekly "Hollywood Air Mail Letter" which is a newsletter prepared by Lucio Villegas, president of Pan-American, for the use of a "Jimmy Fidler" commentator on each station. Also with somewhat similar subject matter is "Hollywood Echoes", transcribed series in which Villegas reviews three current pictures, always selecting a musical as one of the three and dubbing numbers direct from sound track of the film to provide background music and vocal and instrumental interludes.

The firm also is reproducing "Chandu" and similar tried and proven scripts in Spanish, and in the immediate future will produce several original script shows and features of all types.

A Chilean by birth, Villegas served as consul for several of the South American countries for many years; also he was Spanish language professor at California universities.

An Open Air Concert For KYW Corner-Stone

At the laying of the corner-stone for KYW's new Philadelphia studios, Leslie Joy, manager of the station, will have Jan Savitt and his orchestra playing on the "third floor" of the new building. The third floor will be made of planks placed across the steel girders that have just been put up. Ceremonies take place on Sept. 4 and will probably be aired. Alfred H. Morton, NBC manager of managed and operated stations, will attend the corner-stone ceremonies along with other NBC-ites.

WPA Productions

The Works Progress Administration yesterday had plans for two new series of broadcasts to be aired over local New York stations. The first, a weekly series to be devoted to dramatizations of the works of Jules Verne, will be presented over WMCA. Tentative starting date has been set for week of Sept. 20.

Second series will be entitled "History in Action" and will be aired weekly over WHN. Series will begin Sept. 4 and will be heard at 6:15-6:45 p.m.

Radio division of the WPA Federal theater project will supervise both series.

JOHN B. HATCH ASSOCIATES

An agency serving a N. E. clientele. Specializing in radio broadcast advertising.

(Send for booklet)

581 Boylston Street, Boston, Mass.
Commonwealth 0466

PROGRAM REVIEWS

"BEATRICE FAIRFAX"

Hecker Products
(Silver Dust and Gold Dust)
WOR-MBS, Tuesdays through
Thursdays, 2:45-3 p.m.
Batten, Barton, Durstine &
Osborn, Inc.

**PROGRAM STICKS TO NEWSPAPER
STYLE OF COLUMN WITH THE ADDED
PUNCH OF FAIRFAX'S VOICE AND
DRAMATIZATIONS OF LETTERS.**

With no competition whatever on the other major networks the new Beatrice Fairfax series on Mutual ought to build a very large following. In fact that is what Mutual ought to watch; sponsor might desire to shift program to a greater number of stations after a test run. For the feminine audience program has plenty of punch.

Actual letters received by the columnist are broadcast in dramatized form. Three topics dramatized yesterday were nicely arranged. One covered an unemployed husband, a love problem and a money problem. All are common domestic troubles in millions of homes.

Fairfax takes the center portion of the program for a straight of other letters. Fairfax's voice was a little hoarse yesterday but the ring of sincerity in her words is the cliché which will make the program a hit.

Arline Francis, Arthur Scott and Don MacLaughlin did an excellent job with the dramatizations. Lee Cronican is the announcer.

Sponsor is giving away a "Fairfax Personality Chart" for each box top submitted. Ken Webb of the agency is in charge of production with Arthur Pryor Jr. personally supervising each broadcast. Radio script is written by John Martin and Fairfax.

GABRIEL HEATTER

Rogers-Peet Co.

WOR, Mondays through Fridays,
9-9:15 p.m.

Marschalk & Pratt, Inc.

**HEATTER COMMENTS ON SPOT NEWS
WITH SPECIAL ATTENTION TO SPORT
ITEMS; A MAN'S SHOW.**

Five a week series sponsored by a boys' and men's clothing manufacturer and retailer catering to the middle income brackets has an interesting show with Gabriel Heatter as news commentator.

Last night's program delved into the Shanghai situation, the Canova-Charlie McCarthy-Edgar Bergen triangle, tuna fishing off Long Island, Mr. Rooney from Pittsburgh who is reputed to beat the race track bookies for plenty, and the tale about the

NEW PROGRAMS—IDEAS

Pedantic News Analysis

Large audience has been gained by a new educational feature launched by KLZ, Denver, during the two weeks the program has been on the air. The show, titled "Journeys Behind The News," is conducted by Ben M. Cherrington, director of the University of Denver Foundation For the Advancement of Social Sciences.

Cherrington, an international authority on political affairs, conducts his "Journeys Behind The News" by analyzing complicated international situations that baffle in their ordinary presentation.

Recognized as an authority, Cherrington, from time to time, will enlist the aid of prominent figures, who will journey to Denver to offer their views in subjects with which they are in close touch.

A recent guest, Grover Clark, Japan-born editor of Chinese publications, now professor at the University of Denver, recently aired his views of the tangled Sino-Japanese situation.

WCCO Dramatized News

News from the "Minneapolis Star" is going on the air over WCCO in

dramatized form at the same time it was formerly heard in bulletins. "Front Page Parade", a daily program of news dramas goes on the air at 1:15 p.m. with last minute news from the wire and city room of the newspaper.

The three or four top news stories are chosen. Variety of appeal and subject matter are a large factor in this choice. The items are then dramatized, music and sound effects are chosen, and the cast hastily rehearsed.

A special organ theme, written by Jack Malerich, WCCO orchestra leader, introduces the program each day. The company includes Hal Parkes, Star news announcer who gives late wire news, a dramatic cast of four who handle a variety of voices and dialects, and Ed Abbott, WCCO announcer.

KIDW Scrapbook

KIDW, Lamar, Colorado, has just inaugurated a quarter-hour program entitled "Sherrill's Scrapbook" based on the outline of "something old, something new, something borrowed, something blue," using proper musical selections and poetry as the background. Listeners are found to be very responsive in submitting contributions for the "borrowed" department.

ORCHESTRAS MUSIC

NETWORK listeners will again hear Vincent Lopez and his "suave swing" orchestra when they broadcast via WOR from Billy Rose's Great Lakes Exposition on Sept. 17 and 19. The Lopez band, which was rebuilt to offer swing without noise, is in N. Y. preparatory to leaving on a brief series of one-night stands. This will be concluded in time for them to play the final ten days of the Exposition, commencing Sept. 17.

Ozzie Nelson's orchestra at the Hotel Astor has been booked for broadcasts over WNEW, being heard each Friday night from 11-11:30 p.m.

Del Courtney and his syncopators are in St. Louis for a stay at the Hotel Chase and a series of air appearances over KWK. Courtney's crew has had great success in California, and only recently invaded the East for a number of engagements.

Frank Fisher and his Snigglefritz orchestra is amazing Minneapolis natives with their style of corny music. The unique combine has just been signed to an exclusive booking contract by Rockwell-O'Keefe and will play their way to New York.

Johnny Hauser, in co-operation with Fanchon and Marco has built up a unit show, featuring his band and F&M personalities, and will open at the Mayfair Casino on Sept. 15.

Frank Novak set by CRA to play an indefinite engagement at the Warwick Hotel, starting Sept. 15.

Ran Wilde and his ork booked by Rockwell-O'Keefe for the Netherland Plaza, Cincinnati, for six weeks and options, starting Oct. 20. Band follows Jimmy Dorsey.

F. C. C. ACTIVITIES

HEARINGS SCHEDULED

Sept. 13: Nathan N. Bauer, Miami, Fla. CP for new station. 1420 kc., 100 watts, unlimited.

Airfan Radio Corp. Ltd., San Diego, Cal. CP for new station. 1420 kc., 100 watts, unlimited.

Sept. 14: A. L. Beaird, Jasper, Ala. CP for new station. 1500 kc., 100 watts, unlimited.

Elwood Warwick Lippincott, Bend, Ore. CP for new station. 1310 kc., 100 watts, unlimited.

Carolinas Radio, Inc., Charlotte, N. C. CP for new station. 880 kc., 1 KW., unlimited.

Oct. 8: Broadcasters, Inc., Gastonia, N. C. CP for new station. 1420 kc., 100 watts, 250 watts LS., unlimited.

Brenau College, Gainesville, Ga. CP for

new station. 1420 kc., 100 watts, 250 watts LS., unlimited.

Oct. 11: Roberts-McNab Co., Livingston, Mont. CP for new station. 1310 kc., 100 watts, 250 watts LS., unlimited.

S. L. Slover Corp., Norfolk, Va. CP for new station. 1370 kc., 250 watts, unlimited.

Harwell V. Shepard, Denton, Tex. CP for new station. 1420 kc., 100 watts, daytime.

Port Angeles Broadcasters, Spokane, Wash. CP for new station. 1500 kc., 100 watts, 250 watts LS., unlimited.

Oct. 13: Y. W. Scarborough & J. W. Orvin, Charleston, S. C. CP for new station. 1210 kc., 100 watts, 250 watts LS., unlimited.

Ward Optical Co., Fayetteville, Ark. CP for new station. 1310 kc., 100 watts, unlimited.

APPLICATIONS RECEIVED

Union Tribune Broadcasting Co., San Diego. CP for new station. 1480 kc., 5 KW., unlimited.

R. C. Atwood, Port Angeles, Wash. CP for new station. 1500 kc., 100 watts, unlimited.

Wyoming Broadcasting Co., Rock Springs. CP for new station. 1370 kc., 100 watts, 250 watts LS., unlimited.

WOPI "The Voice of
the Appalachians"
**BRISTOL--- TENNESSEE
VIRGINIA**

DON KERR

Master of Ceremonies

WMCA

Fox-Fabian Amateur Hour

General Mills Sports Parade

Fox-Fabian Professional Parade



Send for New 16-County Program Survey

SYRACUSE, NEW YORK

Canadian who was "taken" by the Broadway crowd because he wanted to bet that Tommy Farr would stay the entire 15 rounds with Louis. The Canova item should not have been included, it probably is a press agent stunt.

Straight spot news mixed with sports and gossip about figures in the sporting picture are of interest to all men. That is what makes the sport page of any newspaper the first page men read. Rogers-Peet has the formula for a very successful series.

Commercials are very brief and stress the prestige of the clothing house and its merchandise.

GUEST-ING

NACIO HERB BROWN, on CBS, "Cavalcade," Wed. Sept. 8.

GERTRUDE NIESEN, on Ben Bernie American Can program, NBC-Blue network, Sept. 21.

COOKIE BOWERS, on Rudy Vallee-Fleischmann Yeast hour, 8-9 p.m., over NBC-Red network tonight.

JANET GAYNOR and ROBERT MONTGOMERY will appear on the first Lux Radio Theater presentation of the new season Sept. 13 in "A Star Is Born" (CBS, 9 p.m.).

ELISSA LANDI on the Movie Club this Friday (WHN, 8 p.m.).

SONJA HENIE and TYRONE POWER in prevue of "Thin Ice" on Hollywood Hotel, Sept. 10 (CBS, 9 p.m.).

Heatter Will Head New Paramount Dep't

Gabriel Heatter's contract with Paramount newsreel is now set for three years and he becomes editor and chief of staff of the new personality section of the newsreel set-up. Heatter will also be the voice covering political and international affairs. Mark Hawley and Frank Knight, of WOR, have also been signed by Paramount.

Credit on the House

Denver—Under the title "Everybody Likes Credit" and paying tribute to noteworthy "folks in the news" a new program is slated to get under way at KLZ on Sept. 5. Each Sunday on the 15-min. spot, four persons will be selected to receive credit. The persons selected for credit either because of some heroic deed or noteworthy public action will be "guested" on the program, at which time they will be interviewed. All participants will receive awards from the Grayson's Apparel Company, the sponsors.

Graeme Fletcher with WAIM

Anderson, S. C.—Graeme Fletcher, formerly program director of WIS, Columbia, S. C., has joined the staff of WAIM, as program director.

At the same time it was announced that WAIM has just completed the installation of a Western Electric program amplifier.

1	9	3	7
SUN	MON	TUE	WED
4	5	6	7
10	11	12	13
16	17	18	19
22	23	24	25
28	29	30	

Greetings from Radio Daily

September 2nd

Fred Von Ammon



● ● ● Bobby Breen's script show, "The Singing Kid" waxed here yesterday with Gertrude Berg will come from the coast when sold—which means that the "Rise of the Goldbergs" will also come from the Golden West... Charlie Barnett broke up his band the other day and went to Hollywood solo—in an attempt to crash the flickers... Ben Bernie's final show for American Can is Oct. 19... Patricia Ryan is set for a few repeats on Town Hall... Harry Rose will transcribe a series for Alka-Seltzer... Larry Fitzgerald of the NBC Artists Service is up at the Saratoga Hospital due to a motor smack-up... Nat Brandwynne is out due to illness... Landt Trio have been given five more minutes of air time... Sharri Kaye leaves the Woody Herman vocalizing spot after tonite's engagement in Pa... Lovely Martha Perry (a newcomer) gets the coveted singing spot with the Lou Breese crew from the French Casino starting tomorrow... Ralph Kirby and his plane "Dream Ship" flew to Cleveland to compete in the 200 mile cross-country race for light planes.

● ● ● Wish Ed Wolf wouldn't do those things!... We mean, grabbing us in the lobby of the RKO Bldg., and shouting out loud—"RADIO DAILY is a great paper! I place a series of 'teaser' ads and then finally let the secret out via a double-spread announcement on a show I have to sell—and what do you think happens?"... When the blushes disappeared from our baby-skin, we profess ignorance as to what happens... "Why, the girls in my office had to have lunch sent up to them that day. Phones and wires came in from agencies and sponsors pleading for more details—until hearing the show. I never saw such a panic!... For a while I thought I was down on Wall Street at a time that a rumor spread of an impending crash!"... This was a little too much for our ego—so we asked for the punch-line!... "Excuse me," he suddenly says, "that reminds me. I'm on my way now to get an agency's NEW figure for 'Hilltop House.' You know that that's the show I've been talking about, don't you?"... Yes, Ed, we knew all along—but we wanted to keep you guessing!

● ● ● "Popeye" the script show will return to the airlines via a N. W. Ayer account just as soon as the agency feels the "Wheatena" tag has been dispelled... Gus Arnheim called his men in Memphis and told them that he was quitting the band business. They disbanded yesterday with Gus going to the coast and June Robbins en route to New York... Sid Gary will do a Chevy record... Ruby Newman is definitely set for a commercial which will be announced next week... After three weeks as biz manager for Miller Music, Al Jacobs resigned to go into business for himself... Milton Pickman went to Canada with a picture exec to discuss a story similar to Waring's "Varsity Show"—for Horace Heidt!... George Beatty will head a CBS show... Understand that Ed Sullivan broke Rudy Vallee's record at the Loew's State yesterday—a tribute to the profession!... Universal is having trouble looking for a suitable story for Edgar Bergen.

● ● ● Technicians at WROK, Rockford, Ill., fearing that slender Helene Kimberly, staff artist, might wear herself out pumping the old-fashioned foot power studio organ, suddenly remembered that a vacuum cleaner can push air as well as pull it... Acting on the thought, they bored a hole in the front of the organ, hitched one end of the vacuum hose to one of the small bellows, plugged the other small bellows—and then ran the hose through the studio wall to an adjoining room, where they attached it to the blow side of the cleaner... Then they rigged a pilot light switch on the organ... After all this work, Miss Kimberly merely flicks the switch and starts operating on the keys with the resulting tone, aided by the air pressure, sounds like a pipe organ.

NEW BUSINESS

Signed by Stations

WCKY, Cincinnati

Dodge Bros. division of Chrysler Motors (Dodge Trucks), seven spot announcements; through the Ruthrauff & Ryan, Inc., New York; McKesson & Robbins, Inc. (Pursang), 26 spot announcements; through H. W. Kastor & Sons Advertising Co., Chicago; Churngold Corporation, Cincinnati (Churngold Margarine), 300 spot announcements; direct; W. S. Industrial Alcohol Sales Co., Cincinnati; 52 spot announcements; through Lambert & Feasley Inc., New York; Ohio Apple Institute, participation in "For Women Only" program over one-year period; through Nesbitt Service Co., Cleveland, Ohio.

WMCA, New York

Rosicrucian Order, beginning Sept. 24 for 15 weeks. Electrical transcriptions. One spot weekly.

Pilot Radio, beginning Sept. 13 for 52 weeks. 7 news periods weekly. Alvin Austin is the agency.

Barney's Clothes, beginning Sept. 20 for 13 weeks. 6 fifteen-minute spots weekly.

Chevrolet Motor Co. renewal beginning Sept. 7. 3 weekly 15-minute musical programs.

WSPR, Springfield

United Service Food Stores, Holyoke, Mass., six months, 15 minute disks; New England Confectionery Co., Cambridge, Mass., 52 one-minute disks.

KFBK, Sacramento

Barton Mfg. Co., (Dyanshine Shoe Polish), 52 one-minute spots. Through Anfenger Adv. Agency, St. Louis, Mo.

WHN, New York

National Home Diet, beginning Sept. 6, six 15-minute programs weekly for 52 weeks. Beginning Sept. 13, three 5-minute spots per week for 52 weeks.

WMCA, New York

Pilot Radio Corp. beginning Sept. 13, for 52 weeks. News spots Monday through Saturday. Alvin Austin is the agency.

WJEJ, Maryland

Swift & Co. (Red Steer Fertilizer), Baltimore, 44 100-word spots; Atlantic Refining Co., 11 football broadcasts, through N. W. Ayer, Philadelphia.

"Ave Maria Hour" Guests

Charles La Torre, producer of the "Ave Maria Hour" on WMCA-Inter-city Net, will feature guest stars on his weekly programs. On Sept. 5, Alice Rinehart, well-known radio artist, who appeared on last Sunday's presentation of "St. Alice", has been engaged to offer another of her dramatizations.

STATIONS OF AMERICA

Highlights in the Development of Outstanding U. S. Radio Stations:

No. 64 of a Series

WSPD — Toledo, Ohio

1340 kc.—5,000 watts days; 1,000 watts nights

J. HAROLD RYAN, Vice-Pres. and Gen. Mgr.

E. Y. FLANIGAN, Commercial Manager

WSPD, Toledo's only broadcasting station, is owned and operated by The Fort Industry Company. Licensed to operate on a clear channel, WSPD airs 17½ hours daily with an unlimited schedule. It is a basic outlet of the Blue Network of The National Broadcasting Company.

Established April 15, 1921, WSPD has just celebrated its sixteenth year of continuous, uninterrupted service to the mid-western states, one of America's richest trade regions.

Originally operating with an output of only ten watts, WSPD through the years increased its power to 50, 100, 250, 500, 1,000, 2,500 and finally to 5,000 watts. Its potential listener audience is figured at approximately one and a half million persons.

Business offices and studios are located atop the Commodore Perry Hotel, in the heart of downtown Toledo, while the new high-fidelity transmitter is located on Oregon Road in East Toledo.

Proof of WSPD prestige with national advertisers lies in the fact that more than 100 national accounts are using, or have used, WSPD to promote their products in this territory within the past year. In addition to these, more than 100 local accounts also use WSPD.

George B. Storer is president of The Fort Industry Company, which owns and operates WSPD. Other executives are J. Harold Ryan, vice-president and general manager; H. G. Wall, secretary and legal counsel; Edward Y. Flanagan, commercial manager; Russell Gohring, program director; Vern C. Alston, chief engineer. John Blair & Company represent the station.

Coming Events

Today: Radio-Television Fair, Leipzig.

Sept. 10-12: First annual meeting of Association of Radio News Editors and Writers, Sherman Hotel, Chicago.

Sept. 18-27: International Radio-Television Exposition under auspices of S.P.I.R., Palais de Foire, Lyons, France.

Oct. 21-22: American Ass'n of Advertising Agencies Pacific Coast Convention, Hotel Del Monte, Del Monte, Cal.

Oct. 27-30: Annual meeting of Association of National Advertisers, The Homestead, Hot Springs, Va.

Nov. 1: Inter-American Radio Conference, Havana.

Dec. 8-12: Eighth Annual International Radio Club Party, Havana.

Feb. 1, 1938: International Telecommunications Conference, arrangements being made by General Manager of Egyptian State Railways, Telegraphs & Telephones, Cairo, Egypt.

FRANK DEGEZ

CUSTOM CLOTHES

46 WEST 48 ST.
NEW YORK

BR yant 9-9746

It's a great feeling to be really well dressed at all times. Fine imported materials smartly tailored will give you that feeling. We know. We have been dressing some of the best known Radio, Stage and Screen artists for years. Suits priced \$65.00 up.

Early Bird Mail Pullers

Proving that many early listeners enjoy a diversified hour, WBAL, Baltimore, reports that its "On the Air" program is developing into one of the station's biggest mail receivers. Offering time signals, weather reports, market reports, farming information, news bulletins and selected music, the program is getting especially large response from territories surrounding Baltimore.

Infants Vox Pop

KFJZ, Forth Worth, has a Juvenile Vox Pop program on the air every Friday afternoon called "Juvenile Opinions." Programs originate in front of the Juvenile Shoe Store here, and only children are allowed before the mike.

Faire Binney on WTNJ

Faire Binney, sister of the famous Constance of silent movies fame, and a picture and stage actress in her own right, starts a new program for the ladies over WTNJ in Trenton, N. J., Sept. 10 at 10:30 a.m. It will be a 5-day a week program, running 30 minutes each day.

Dickens "Tale" by WPA

Dickens' "Tale of Two Cities", adapted by Harry Goldsmith, will be heard in the next production of the Repertory Theater of the Air, presented by the Radio Division of the WPA Federal Theater, over WEVD, Septembr 5, from 10-11 p.m. Howard da Silva directs the Repertory, with Douglas Chandler in charge of production.



Joyous Hearing

for Deafened Ears, with the

CORONATION ACOUSTICON



Weight 1¼ oz.

For 35 years Acousticon's world-wide organization has been working to bring hearing to deafened ears. During that time it has sold more hearing aids than all other firms combined. Now comes our latest and greatest triumph, the Coronation Acousticon.

If you are not hard of hearing, you must know someone who is. Tell this person about this new instrument. It is so small that it is almost invisible when worn—so light the wearer forgets its presence. Yet it brings clear, strain-free hearing at all listening distances. Every Acousticon is personally custom-fitted on the Aurogauge. Consultation and fittings at your home, at our office or at 150 Acousticon agencies throughout the country. Write for new brochure.

DICTOGRAPH



PRODUCTS COMPANY

580 Fifth Avenue

New York, N. Y.



KFI's new "pack transmitter" will go into service with the advent of the Western Amateur Golf Championships at Los Angeles Country Club. John Canady will be at the microphone, with pickup made in the club house.

Communication Products, Inc., formerly Brainerd-Walder Co., manufacturers of radio and recording equipment, now functioning in new quarters on Lexington Avenue at Vine.

Jo Stafford, vocalist, has been set on "Song Time" by CBS. Program originates at KNX on Saturday of each week, with Monday to Friday broadcasts coming from New York. Betty Grable has been in the spot, for which Wilbur Hatch contributes the music.

George Fischer will have Madge Evans as his guest on his Mutual chattering Saturday, September 4, with Mary Carlisle and Gene Autry following on September 11 and 18, respectively.

Two winners in the contests conducted by Haven McQuarrie on his recent road show tour of "Do You Want to be an Actor?" have arrived in town for Warner screen tests. Lester Kuehl, Chicago, and Lenore Geller, Denver, are the two aspirants to screen fame, and both will be heard on McQuarrie's KFWB broadcast Friday night.

Homer Wellborne, Daily News golf writer, will broadcast the "blow-by-blow" battles of the western amateur golf tournament, August 31 to September 5, from the Los Angeles Country Club.

Harry Barris has been signed for Jack Oakie's Camel College as singer and actor, and teamed with Joe McCarthy on original musical numbers.

Technicians and announcers on the Earle C. Anthony twin stations, KFI-KECA, have been given salary boosts retroactive to the date of the first paycheck by Harrison Holliday, general manager.

WOR Adds Announcers

To carry out its 40-hour five-day-week schedule, WOR has added three announcers to its staff. Tom Slater, brother of Bill Slater and formerly with WLW, Bill Tuttle, ex-WIND and William Perry, from CBS, are the new comers.

LOUISVILLE

Dolly Sullivan, WHAS promotion and publicity, working out details of Radio Appreciation Night, at Parkway Field.

Geraldine Thompson, WAVE assistant program director and staff pianist, and Joe Fox, WHAS technician, will marry this week. Clifford Shaw of WAVE program department will take over duties upon resignation of Miss Thompson.

Lee Coulson and Joe Eaton of WHAS went to New York to attend meeting on AFM situation.

RADIO PERSONALITIES

No. 65 in the Series of Who's Who in the Industry

IF it is an established fact that the newspaper industry has been responsible for many successful radio executives, then Leo Tyson, vice-president and general manager of KMPC is a notable example. A rugged looking fellow with an ever present twinkle in his eyes. His black hair is greying at the temples, but that is the only sign that belies his youthful appearance.

Tyson has been associated with radio for the past 7 years. He was born in Durham, N. C., and was graduated from the University of Richmond, and then entered the Naval Academy at Annapolis from whence he graduated, with high honors, in 1918. He remained in the Navy until 1922, when he resigned to enter newspaper work. He still holds the honor of being one of the youngest men ever to command a ship in the U. S. Navy.

In 1930 Tyson joined the Don Lee organization on the West Coast and was assigned to the post of Director of Public Relations at KHJ. In less than three years he had worked up to Director of Advertising and then General Manager of KHJ and the Don Lee network. In 1933 he took over the personal management of Al Pearce and His Gang, taking them to New York to fulfill a contract with the Pepsodent Company over the National Broadcasting Company, and a personal appearance tour of the east.

When Dick Richards, owner of WJR, Detroit and WGAR, Cleveland, purchased KMPC, Tyson was engaged as General Manager. Because of his remarkable work, he was recently appointed Vice-President of this new organization.

Is a former member of the Board of Directors of the NAB, and of the Board of Directors of the Los Angeles Advertising Club, and has contributed many articles to trade journals on radio broadcasting.

To Leo Tyson goes the credit for the swift spurt to prominence of KMPC. Today this station is known as "The Station of the Stars" that Leo Tyson built.



Annapolis grad who plotted radio course.



Henry Weber, WGN-Mutual musical director, and wife, Marion Claire, stage and screen star, are vacationing at Three Rivers, Wis. Miss Claire's picture "Make a Wish" opened at the Palace last Friday.

Vivian Fridell, leading lady of Backstage Wife, was showered with paper gifts this weekend on the occasion of her first wedding anniversary to Gerrit James De Gelleke, sales executive of Madison, Wis.

Mary Afflick, WGN production director, to vacation in Colorado for several weeks.

Alice Hill due back from California this week after round trip through Panama Canal.

Ed Prentiss, free lance actor, is doing some log-cabining at Fox Lake.

Eric Sagerquist, musical director for Gold Medal Hour and for First Nighter, is hooking muskies in the Upper Michigan Peninsula.

Zenith Radio Corporation has announced price increases effective immediately.

Henry Klein, head of radio department at Batten, Barton, Durstine & Osborn, is vacationing at Edgar Guest's summer home, Point Aux Barques, Mich.

Visitors at WLS studios this summer are breaking all records for numbers including these for the World's Fair. About 600 a day are putting in, many times representing eight or ten states and Canadian provinces.

thrown off their courses, or forced to abandon flight if the transmitter was on the air.

Stunt obtained a good build-up in the Minneapolis Journal, the station's affiliate, and was also a good opportunity to further publicize the station's new \$300,000 installation, with publicity verging on the angle that, to make the test absolutely perfect, a "powerful" transmitter was needed.

Shopping Service Sells

The program, "Round the Clock with The Good Morning Man" was initiated by WATL, Atlanta, and broadcast daily except Sunday from 7-9 a.m. It wasn't long before Atlantans considered this program as "The Family Buying Gauge", as expressed in the volume of daily mail received and countless telephone calls made during the program.

In addition to the marketing advice, the show features the correct time every three minutes, with temperature reports and news flashes interspersed throughout. Interesting merchandising tie-ups, coupled with the fact there is no competitive advertising on the program, has made it a most attractive buy for advertisers.

☆ PROMOTION ☆

Heavy on Giveaways

A recent check of the weekly schedule of WMT, Cedar Rapids-Waterloo, revealed some interesting facts as to the number of giveaways and prizes offered on local programs. Anything from golf balls to ice cream, for household hints and estimates on the growth of corn, are being offered by WMT sponsors and programs.

On one program labeled "Tangled Tunes," 7,500 letters were recently received in two weeks, and three times a week that program gave away \$5.00 in prizes on every show. Letters are sent in by listeners giving titles of tunes they are in hopes the "Tangled Tunesters" can't play. The letters are picked at random from the mail bag and for every tune the musical quartet can't play the sender receives a dollar bill.

Every day, six days a week, Benne Alter, the "Movie Man," gives away tickets to the current shows and in addition to that the sponsors of the program hand out a table lamp daily to the person sending in the best question used on the spot.

Other programs offering prizes and cash include: "Radio Riddles", five

quarts of ice cream on every program; "Man At the Transom," \$5 cash prize for the best "candid" word picture sent in for use on the show, and of course, cash to the persons who guess the nearest to the correct growth of Iowa corn per week.

Pigeons For Promotion

Hitting a new high for freak showmanship angles, KSTP, Twin City station, capitalizing both on the war scares abroad and on all the pother about whether broadcasting activities interferes with carrier pigeon flights, cooked up an actual test for the ether and got the Fort Snelling army reservation's post go-ahead in blurbing it as an army communications test. Cote of well-trained homing pigeons, obtained through the St. Paul Pigeon Flying Club, was released at the station's 25,000 watt transmitter, with Roch Ulmer, staff announcer, doing a socko job on the way the pigeons were baffled by the radio activity. On hand for the tests, to comment about the birds' flight and their usefulness in communications in time of war, were officers from the Fort Snelling post.

Test was cooked up following extensive stories in scientific publications that pigeons, with a transmitter in their path, were often baffled,

☆ Programs That Have Made History ☆

No. 26—Nine Years of Coffee on WTAR

LISTENERS of WTAR, Norfolk, this year have been entertained in the same manner each weekday at noon as they have for the past eight years. It's the "Radio Luncheon Club," a familiar phrase in almost every Tidewater home, and a presentation of the James G. Gill Co. of Norfolk, producers of Gills Hotel Special Coffee and Tea.

Believing in the popularity of dance music at the luncheon hour as a selling force for their products, the Gill company bought a half hour daily for a one year period, and just recently have renewed for their ninth consecutive year. Starting out in earlier times when network regulations were less restricted, the program consisted of three local announcements inserted for the opening, middle and closing, of a network dance orchestra. However, during its second year, the show turned to popular recordings and since has used these exclusively.

The program may be unique from two angles. First is that, while the program starts daily at noon, it is

a quarter hour in length for 43 weeks of each year, while the summer series (when demand for coffee is at its low) is a five minute period featuring a dance or novelty hit of five years ago. Sometimes the tune may be of even more ancient vintage. For these periods, the show is labeled "Melody Memories."

Other features that may prove unusual is a give-away that has been offered for the entire eight years the series has completed, and is still running. Gill Company mails and hands out free bridge score pads to any one writing, phoning or calling for them.

For almost three years the "Radio Luncheon Club" has been identified by the Art Hickman tune "Rose Room," which still draws calls and letters from listeners who want to know the title or hear it in entirety.

Account belongs to John New, WTAR sales manager, while Lee Chadwick, WTAR script head, has handled the copy and program layout work for the past three years.

VIEWPOINTS

Urges Higher Mental Aim In Radio Dramatic Fare

Sponsors and producers of radio programs, dramatic shows in particular, do not always take the fullest advantage of the lessons that may be learned from observation of the course of events in other lines of show business. That is the opinion of Frances Carlon, actress, who is heard daily in the NBC serials, "Today's Children" and "Mary Marlin" as well as in the transcribed show, "Kitty Keene, Inc."

"It seems to me that radio drama is going through a phase of development that it might just as easily have skipped entirely," says Miss Carlon. "I refer to the almost phobic fear of the so-called 'highbrow art' that is manifested by producers and sponsors alike. In their efforts to avoid any suggestion of highbrowism on their programs, producers frequently eliminate from a script any words that may be a trifle long or a little unusual. And many a well written script goes begging for a sponsor because it is considered too highbrow to appeal to the radio audience."

"But what is the radio audience? Isn't it, by and large, the same audience that goes to the movies? Consider then the experience of the picture producers. For years they went along, shying away from the sophisticated, adult type of drama in the belief that the great public wouldn't patronize that sort of picture. But when some producer gathered up his economic courage

and ventured to make that kind of films they became an immediate success and today it is generally the adult and sophisticated films that bring the greatest returns at the box office.

"The legitimate theater, too, went through a like phase in the years before its present paralysis gripped it. Producers were afraid for a long time to send any urbane, worldly play out into the hinterlands. But when they began to do so they found an audience ready and eager to accept their offerings. I think that we who are engaged in the job of furnishing entertainment to the public are sometimes inclined to underestimate the average level of taste and intelligence among that public. But my point is that producers and sponsors of radio shows should be able to use the experience of stage and film producers to their own advantage. The public having already been educated, in a great degree, to a more adult style of entertainment than it was accustomed to 30 or 40 years ago, the radio business should not have to go back and cover that ground again. Doing so puts us rather in the position of a man who, wanting a vehicle in this streamlined age, buys a horse and buggy and drives it for a couple of years before he ventures to buy an automobile. I don't mean that all dramatic shows on the air should be of the type I suggest but there should be enough of such shows to leaven the simple, homespun dramatic fare that is almost exclusively offered listeners today."

... Radio's own daily newspaper modestly presents a series of 100 unsolicited testimonials as to what Radioland thinks of RADIO DAILY.

WNOX

Knoxville, Tennessee

"... You are to be congratulated on RADIO DAILY. It is certainly read with interest here at WNOX and helps us greatly in keeping abreast of what is going on in radio throughout the country."

R. B. Westergaard
Manager.

ABE LYMAN ENTERPRISES, INC.

New York City

"... No need to tell you Lucille Linwood has formed the RADIO DAILY reading habit. This goes without saying"

Chick Adams

KCMO

Kansas City, Missouri

"... I have become a rather ardent fan of RADIO DAILY recently and like it very much."

Larry Sherwood
General Manager

... RADIO DAILY is six months old. It is growing fast. It already has the confidence of a great progressive industry. Watch RADIO DAILY.

BOSTON

I. J. Fox Fur Trappers have gone off the WEEI airwaves temporarily. They will be back again around the first of October with a new fall and winter series.

Ethel Merman opens today at the RKO-Boston Theater for a week's engagement in a stage show titled the "Hollywood Hotel Revue of 1938." This is the first stage attraction of the fall and winter season.

Johnny Rushworth, in charge of transcriptions at WEEI goes in big for some of the old timers' dances. Johnny may be found Saturday nights "whooping it up" on square dances at the South Acton town hall.

James M. Curley, former governor of Massachusetts and now candidate for Mayor of Boston, opened the mayoralty campaign over WCOP.

Final auditions are being held at WEEI for Chandler & Company's new "Fashion Revue of the Air," by Caroline Cabot, Ray Girardin and Carleton Dickerman. Auditions were okayed this week by George Hanson, vice president and W. Brehaut, advertising manager.

Mildred W. Carlson back at the helm of the WBZ-WBZA Home Forum after a two week's vacation at her home in Conn.

Harold E. Fellows, general manager of WEEI, in New York on business.

The New England Conservatory will open their fall and winter series of broadcasts over WAAB starting Sept. 14.

William Brennan has joined the announcing staff of WORC, Worcester. He has just finished a radio course at Emerson College conducted by Arthur F. Edes, program manager of WEEI.

Neal O'Hara of the thrice weekly WEEI Radio Gazette Program has designed a unique method to keep the boys on their toes. He has started a pool in which every member of this program who slips on his talk or action during the program will contribute twenty-five cents. Up until now Neal himself has contributed more quarters than anyone else.

Ken Ovenden, one of the better mike men at WEEI, is enjoying his two week vacation at Sebago Lake, Me.

ONE MINUTE INTERVIEW

H. G. Bullock

"An analysis of results shows a many times higher percentage of sales per inquiry from radio than from any other medium. . . . One entire radio attack was based on two things: Service to the listener and the personality of the air salesman. . . . this regular musical clock type of program, for instance, heard between 7-8 a.m. and sponsored by two railroad companies, gave the accurate time every three minutes, the temperature and weather forecast at frequent intervals. Music was consistently of high calibre. . . . and it brought us a high class audience."



Coast-to-Coast



KVOO, Tulsa: For the first time in the history of Oklahoma a microphone was installed in a federal courtroom when KVOO broadcast the administering of the oath to a newly appointed United States Attorney. Ken Miller, station's news editor, handled the broadcast. . . . Inaugurating the first in a series of broadcasts from the offices of city, state, and federal government, KVOO interviewed the officials of the city's police station this week. Tentative plans provide for the next of the broadcasts to come from the United States post office.

WSPR, Springfield: Miss Ruth Hurd has been appointed secretary to Wayne H. Latham, program director at WSPR, Springfield, Mass. She replaces Mrs. Lee Authier, resigned. . . . Arthur Bergstrom, junior announcer, is doing three shows a day at the Loew Court Square theater, the same city, where he takes the part of an announcer in a radio skit which is part of the "Springfield Follies," being produced by the theater. . . . WSPR will carry the Socony Oil Company's Yale football series this year. The seven game schedule will be fed to Springfield by the Colonial net.

Harry LeBrun and Ken French, WHEC announcers, took a microphone and short wave pack transmitter with them on a thrilling "whip" run and ferris wheel ride at the annual American Legion Fiesta and Carnival, Rochester, N. J., making listeners experience that sinking feeling at the pit of the stomach.

The annual Inter-State (Missouri and Kansas) Semi-Pro Baseball Tournament this year is being sponsored jointly by KCKN and the Junior Chamber of Commerce.

Grace Adams East, featured artist on KYA's "Concert Miniatures," was considered by most newspaper critics as the world's greatest trumpet virtuosa, was twice honored by the U. S. Navy Band this summer when she was invited and appeared as guest soloist.

Children who love travel, adventure and scientific mystery are tuning to KFOX each Tuesday and Friday evenings for "Magic Island"—new juvenile thriller concerning an artificial island inhabited by a colony of mad scientists planning destruction of the world by their fantastic inventions. Although fictional, the scientific angles of "Magic Island" are backed by research which makes the situations not too fantastic yet futuristic enough to capture the imagination.

WELI, New Haven: A new program "Star Notes" has been added to the Sunday schedule. It does not concern itself with Hollywood but

with the pleasure to be derived by the average layman from amateur astronomy. Louis Doolittle of South Norwalk, prepares and delivers the script for this heavenly feature. . . . Station goes the popular custom one better in "Keeping Ahead of the Joneses" a new Friday program which is an up-to-the-minute commentary on social life.

KSD, St. Louis, Mo.: Axton-Fisher Tobacco Company is sponsoring a program of modern dance music over KSD, each evening to introduce their new cigarettes, "Zephyrs." Program is heard 9:15-9:30 p.m. Monday through Saturday:—the tie-in is to connect the streamlined music with the streamlined name of the cigarettes. . . . Betty June Sissom, seven year old St. Louis girl who has achieved success in motion pictures, will appear as guest artist on the KSD "Vevedol Amateur Varieties" Sept. 4.

KDYL notes: S. S. Fox, president and general manager, is back at his desk after having spent several days in San Francisco, air-planing back and forth. . . . Al Priddy, Floyd Farr and Myron Fox, announcers, have enrolled in a local aviation school. . . . Frank Austin, sports commentator, is combining business with pleasure while taking his vacation. Austin is on a fishing trip in southern Utah. . . . In connection with the new \$300,000 Montgomery Ward store in Salt Lake City at this time, a program, which features the homely philosophies and traditional old songs of Neighbor Jim and the Folks will be aired Mondays, Wednesdays and Fridays over KDYL at 9:30 a.m. This is a 15 minute wax series. Wards have been using five spots daily over KDYL during the month of August as build-up for the store's grand opening on Sept. 3.

Jack Watts has returned to the announcing staff of WJEJ, Hagerstown, Md.

Voice of the Drama is being broadcast for one-quarter hour weekly from WJEJ. Program discusses current and coming plays, casts and producers, on Broadway, as well as in Baltimore, Washington and nearby cities.

WAAT's popular Sunday feature, "Let's Talk About Stars" boasts an enterprising group of commentators. Jerry Cotter, the theatrical reporter is hard at work on a book concerning itself with the history of musical comedy in America; Bob Stokes, who handles the movie end of the program has just returned from a trip to Hollywood and is the author of a series of articles on the cinema city, which will shortly appear in a national magazine; Ray Freifelder, the program's sport reviewer, who formerly was the radio editor of the Southampton Press, has been offered

PITTSBURGH

Norman Twigger, WCAE newscaster, back from vacation.

"Special Delivery," new half-hour dramatic show, made its bow over WCAE on Saturday at 9:30 p.m. It is written by Harry King Tootle.

Zoel Paranteau, former KDKA musical director, will swing the baton for the "Pennsylvania Pioneers," musical unit on the new Pennsylvania Publicity Commission shows. William Farren, another KDKA alumnus now located in New York, will be announcer on the same series. Reports have it that every station in Pa. will get a slice of the business on the entire set-up. First show set for Sept. 8. Walker & Downing Agency handles Pa. account.

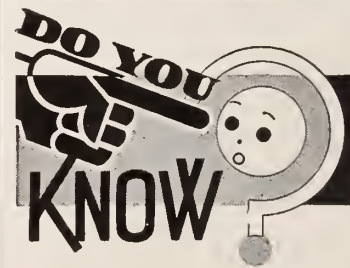
a berth as radio columnist for another L. I. paper and Jack Mitchell, emcee, has just completed a survey of audience reactions in the New England states and Canada. Mitchell intends forming his own producing group in the near future and will be guided by the results of his survey.

Richard Lancaster, Jr., has been added to the KCMO sales staff. Lancaster, a grad of the St. Louis University school of commerce and research, will be used for customer surveys along with his regular duties.

KXBY has sold a series of 50-word spot announcements to the Kansas City College of Commerce. The series will run 13 weeks, and calls for one announcement daily.

KYA and the California Radio System will inaugurate a weekly program to aid in the search of missing persons. City officials will take an active part in the broadcasts. Mothers, fathers, brothers, sisters will come to the radio audience. Program is on Sundays, at 7:30 p.m. Robert Dillon will handle the shows.

Laymon Cameron, KCMO news announcer, who has been away from the mike for a week, due to the illness of his mother at Evansville, Ind., has resigned and will be replaced by Frank Cooley, formerly of WOR and WLW. During Cameron's absence, Russ Davis, formerly of KWTO, filled in. Davis was visiting in Kansas City at the time.



Lady Kitty Barling is a member of one of England's oldest families. Her ancestry dates back to the year 1102—long before the signing of the Magna Charter.



RADIO DAILY

Serving the Better Interests of Commercial Radio and Television



VOL. 2, NO. 46

NEW YORK, N. Y., FRIDAY, SEPTEMBER 3, 1937

FIVE CENTS

Chrysler Renews Bowes

YODER MADE MANAGER OF NBC IN 'FRISCO

San Francisco—Lloyd E. Yoder, manager of NBC's western press division, has been appointed local manager in the San Francisco offices of NBC, with jurisdiction over stations KPO and KGO.

Announcement of Yoder's promotion was made by Don E. Gilman, vice president in charge of NBC's western division.

Yoder, Gilman said, would continue to supervise work of the western press division for the present.

Yoder was one of the first members of the NBC staff to join the
(Continued on Page 2)

H. G. Little Elected V. P. Of Lord & Thomas Agency

Chicago—H. G. Little, manager of the Dayton office of Lord & Thomas, has been elected a vice president and will move shortly to Chicago where he will assist in the executive end of the business. Little has handled the Frigidaire account in Dayton and will continue to supervise this one when he comes here.

FCC Assistant Counsel Killed In Auto Crash

Washington Bureau, RADIO DAILY

Washington—Elmer D. Hays, assistant general counsel for the FCC, was killed in an automobile accident yesterday morning, while driving this side of Baltimore. Hays, who was en route to Hanover, N. H., with his wife, his son Elmer and son's roommate, James Leach, crashed into a bus after a tire on his car blew out. All four occupants of the car were killed.

Who Got Married?

Chicago—When Vera Della Chiesa, sister of NBC's lark, Vivian, suddenly took the leap with Logan Thompson, CBS engineer, Aug. 28, fans were convinced that it was Vivian, despite denials. Vivian, after a week-end of saying no, nearly fainted when she appeared for rehearsal Monday only to have the orchestra strike up Lohengrin's Wedding March.

WGN Breaks Ice

Chicago—For the first time in its history WGN, the Chicago Tribune station, has sold a news program. Starting Sept. 8, Bathasweet Corp. (toiletries) will air a program of news and comment at 11:45 a.m. Mondays, Wednesdays and Fridays with Quin Ryan at the microphone. Station has aired sponsored news broadcasts through Mutual such as those of Gabriel Heatter but never has originated sponsored newscasts. H. M. Kiese-wetter, N. Y., is the agency.

KYW ENGINEER STAFF IS SIGNED UP BY ACA

American Communications Association, formerly the ARTA, yesterday announced that the entire technical staff of KYW, Philadelphia, has signed an agreement recognizing the ACA as their sole bargaining agent. Union has already begun negotia-
(Continued on Page 2)

Hudson Motors Buys "Hobby Lobby" for CBS

Hobby Lobby program, conceived by David Elman and broadcast as a weekly feature over a coast-to-coast Mutual network since May 18 last, was bought by Hudson Motors yesterday for CBS time.

The Hudson Motor Company was represented by Guy C. Smith of the Brooke, Smith & French Advertising
(Continued on Page 2)

NBC August Revenue Up 15%; First Gain On July Since '33

Segal Hearing Oct. 5 On Charges by FCC

Washington Bureau, RADIO DAILY

Washington—The FCC hearing regarding charges of malpractice before commission of Paul M. Segal and Geo. S. Smith, Washington attorneys, has been postponed to Oct. 5 it was revealed here today. Defendants requested postponement on grounds that chief witness would be out of town during September.

Gives Amateur Show Another Year of Life; Survey Shows Major Again on Top For Hour Shows

IRNA COMMITTEES REPORT PROGRESS

Louisville—Meeting held here Wed. afternoon and evening of the Advisory Committee of the Independent Radio Network Affiliates, resulted in a general resume of progress made in the efforts of the organization to clear up the situation in connection with the AFM demands that more musicians be put back to work. No definite action in any one direction was reported as a result of the meet.

Those in attendance were Bill Hedges, of WLW, chairman of the
(Continued on Page 2)

Don Lee New Outlets Will Join on Sept. 26

Los Angeles—Actual take-over of 14 additional stations by the Don Lee Broadcasting System has been set for Sept. 26, coincident with resumption of Standard Time in Eastern centers at present, operating under Daylight Saving.

Towns in which new Don Lee-Mutual outlets are located follow: Seattle, Spokane, Tacoma, Yakima, Aberdeen, Bellingham and Olympia, state capital, in Washington, Port-
(Continued on Page 2)

Major Bowes and his Amateur Hour is all set for another year's run on 90 CBS stations. Chrysler Corp. has signed for the time and will continue to air the show in the same spot, Thursdays, 9-10 p.m. This will make his second year under Chrysler's sponsorship.

A year ago the prediction was the end of the amateur cycle but the most recent popularity surveys show Bowes to be the top program on the air. "Charlie McCarthy" and company are still in place position. Bowes rates around 21 and "McCarthy" three points lower.

Renewal goes into effect on Sept. 16. Ruthrauff & Ryan will continue to handle the show.

AFRA STARTS COAST DRIVE FOR MEMBERS

San Francisco—American Federation of Radio Artists headed by Eddie Cantor, is quietly digging in in San Francisco and Northern California.

The new radio artist union, slated for affiliation with the American Federation of Labor through the Associated Actors and Artistes of America and formed to forestall C.I.O. unionization of radio performers, has called a San Francisco meeting for Saturday evening.

Norman Field, second vice president of AFRA, familiar ether thespian of "Calling All Cars" and the Dr. Jim of "House Divided" will fly
(Continued on Page 2)

Disk Pinch-Hitter

Baltimore—An inquiring reporter broadcast by electrical transcription is being put on by WFBR, Baltimore. The twice-a-week Tydol feature is handled by Henry Hickman, of the WFBR staff, usually from the lobby of the Lord Baltimore Hotel. Mr. Hickman is on vacation and the transcriptions were made to fill in while he is away.

NBC gross revenue for August, for the first time since 1933, showed a gain over the previous month, and totaled \$2,784,977. This represents an increase over August 1936 of 15 per cent and a gain over July of this year, of 2.9 per cent. Gross billing for August 1936 was \$2,422,431.

Cumulative total for the first eight months of 1937 is \$25,440,534, which compares to \$20,913,506, a year ago,
(Continued on Page 2)



Vol. 2, No. 46 Fri., Sept. 3, 1937 Price 5 Cts.

JOHN W. ALICOATE : : : Publisher

DON CARLE GILLETTE : : : Editor

MARVIN KIRSCH : : : Business Manager

Published daily except Saturdays, Sundays and Holidays at 1501 Broadway, New York, N. Y., by Radio Daily Corp. J. W. Alicoate, President and Publisher; Donald M. Mersean, Treasurer and General Manager; Chester B. Bahn, Vice-President; Charles A. Alicoate, Secretary; M. H. Shapiro, Associate Editor. Terms (Post free) United States outside of Greater New York, one year, \$5; foreign, year, \$10. Subscriber should remit with order. Address all communications to RADIO DAILY, 1501 Broadway, New York, N. Y. Phone Wisconsin 7-6336, 7-6337, 7-6338. Cable address: Filmday, New York. Hollywood, Calif.—Ralph Wilk, 6425 Hollywood Blvd. Phone Granite 6607.

Entered as second class matter April 5, 1937, at the postoffice at New York, N. Y., under the act of March 3, 1879.

FINANCIAL

(Thursday, Sept. 2)

NEW YORK CURB EXCHANGE

	High	Low	C'se	Net
Am. Tel. & Tel.	165 3/4	165	165	— 1/2
CBS A	25 7/8	25 7/8	25 7/8	— 1/8
CBS B	25 7/8	25 7/8	25 3/4	— 1/4
Crosley Radio	18 1/4	18 1/8	18 1/8	— 3/8
Gen. Electric	51 1/4	50	50	— 1
North American	24	23 1/2	23 1/2	— 1/4
RCA Common	11 1/4	10 7/8	11	—
RCA First Pfd.	72 1/2	70 1/2	70 7/8	— 2 1/8
Stewart Warner	16 7/8	16 7/8	16 7/8	— 1/8

NEW YORK CURB EXCHANGE

	Bid	Asked
Majestic	23 1/2	24
Nat. Union Radio	15 1/8	15 1/8

OVER THE COUNTER

	Bid	Asked
Stromberg Carlson	12 1/2	14

Yoder Is Made Head Of NBC in 'Frisco

(Continued from Page 1)
company after its establishment in the west. The new KPO-KGO manager started his radio career as an NBC announcer, later becoming press representative and manager of the press division. Widely known in the west as a gridiron official with the Pacific Coast Conference, as well as for his work with NBC, Yoder was born in Salem, Ohio, and is a graduate of Carnegie Institute of Technology.

Foreign Product Seeks Spots

Montecatini Sales (Medicines) will begin a spot radio campaign throughout the country to introduce their product which is manufactured in Italy. The Banfi Co., New York, handles the account as United States representatives, and C. Tyler Kelsey & Co., Inc., is the agency. Radio plans are expected to be completed by Sept. 15, and get under way immediately thereafter.

MARTIN BLOCK'S "Make-Believe Ballroom"

A WNEW FEATURE

1250 Kc.

10 TO 11 A. M. 6 TO 7:30 P. M.

KYW Engineer Staff Is Signed Up by ACA

(Continued from Page 1)

tions with the station on behalf of its employees.

The ACA announcement yesterday brought the total number of Philadelphia stations now under contract to the union to 2. WCAU, CBS outlet, was signed on Aug. 24. An announcement from ACA headquarters yesterday stated that every radio station in Philadelphia is expected to be signed by the end of September.

Yesterday's announcement proved to be of added interest in view of the fact that KYW, a 10 kw. station affiliated with NBC, is the first Westinghouse Electric owned station to become affiliated with the ACA.

Hudson Motors Buys "Hobby Lobby" for CBS

(Continued from page 1)

Agency, and the WOR Artists Bureau acted for Elman. Sponsor will air Hobby Lobby as a weekly feature beginning Oct. 6 at 7:15-7:45 p.m. over WABC and a Columbia network with a repeat broadcast at 10:30-11 p.m. for WOR and the Midwest and Pacific networks of Columbia.

IRNA Committees Report Progress

(Continued from page 1)

committee; L. B. Wilson, WCKY, head of finance committee; Mark Ethridge and Barry Bingham of WHAS, W. L. Poulson, Ed Craig of WSM, and George Norton of WAVE.

WSIX Loses Cisler Who Goes to KTHS

Nashville—Steve Cisler, director of WSIX since the Nashville station's inauguration last year, has resigned to take over the general management of KTHS, 10,000 watt NBC outlet in Hot Springs, Arkansas, owned by the local Chamber of Commerce. He will be joined at KTHS by H. A. Shuman as commercial manager. Shuman has been assistant manager of KFDM, Beaumont, Texas.

Shuman and Cisler have also filed application to purchase control of WHBB, 100 watt in Selma, Alabama, from the Selma Broadcasting Company. Upon FCC approval the new purchasers plan a program of equipment improvement, new entertainment features, and new studio location for the Selma station.

J. M. Draughon, co-owner of WSIX, will assume managerial duties at the Nashville station.

"Big Sister" Renewed on CBS

Lever Bros. through Ruthrauff & Ryan has signed a 52 week renewal for the "Big Sister" series on 57 CBS stations, Mondays through Fridays, effective Sept. 13. Program has two airings one at 11:30-11:45 a.m. and repeat at 2 p.m.

NBC Aug. Biz Up 15%; Exceeds July Revenue

(Continued from Page 1)

and represents an increase of 21.6 per cent.

Breakdown on the Blue and Red-NBC webs, shows the Red as contributing \$2,094,306, of the total August revenue and is up 34.8 per cent. The Blue did \$690,671 of the total, revealing a drop of 20.5 per cent.

AFRA Starts Coast Drive for Members

(Continued from Page 1)

to San Francisco from Hollywood to address Saturday's meeting. Artist staffs of all San Francisco bay region radio stations are expected to take part.

Vic Connors, air drama scripter, is doing preliminary spadework in organization.

AFRA now claims 400 members in Los Angeles, 400 in New York, expects at least 100 in San Francisco. Organization, Connors says, is proceeding rapidly in Chicago and other key radio cities.

Don Lee New Outlets Will Join on Sept. 26

(Continued from Page 1)

land, Salem, Eugene, Klamath Falls, Roseburg, all in Oregon; and Eureka, Cal. With the 11 California stations now in the chain, these added stations will give Don Lee a total of 25, and the distinction of being the largest regional net in the country.

Civil Service Exams For WNYC Positions

WNYC has just completed a series of Civil Service examinations to fill four vacancies in the announcing staff. 49 men took examinations with 11 surviving. Test given was composed of written and oral quizzes, and an investigation test is now under way to determine which four men shall land the jobs. Others will be placed on waiting lists of WNYC and Dept. of Parks. Pay scale offered new men is \$1800 for WNYC and \$2100 for Department of Parks. Latter, however, do not work entire year.

River Swim on NBC

Chicago—The Chicago River Swim, which is being revived by the Illinois Athletic Club, is to be broadcast in part by NBC on Sept. 11. Swim starts out in Lake and then into river which flows out of Lake finishing in front of Merchandise Mart where NBC has its studios.

Sun-Ban Considers Ether

Jay Lewis Associates yesterday was named to handle the account of Sun-Ban, a powdered ripe banana fruit powder which is manufactured in the Honduras. A national radio campaign is planned, but no details as yet have been revealed.

COMING and GOING

STAN ZUCKER, general manager of CRA, left yesterday to Dallas for a visit to the company's southwest branch offices.

EDWIN S. REYNOLDS, CBS copy writer, leaves today for a two-weeks vacation in the woods of Scotland, Conn.

W. C. IRWIN, WSOC, Charlotte, N. C., is a New York visitor.

LEONARD BRADDOCK, executive assistant to Wayne Randall, NBC director of publicity, sails today on the Rotterdam for Bermuda cruise.

F. TURNER COOKE, program director at WMAS, Springfield, Mass., has returned from a two-week vacation in Maine.

BOBBY BREEN left town yesterday for Chicago to appear at the Grant Park concert there.

CHARLES KULLMAN, Met Opera singer, arrives from Hollywood tomorrow morning after appearing in a Goldwyn picture.

JUNE ROBBINS and her mother are en route to New York from Memphis, Tenn.

GEORGE V. SULLIVAN of the Audak Co., is back in town after touring the east on a business and pleasure trip.

OSCAR BRADLEY leaves for Hollywood following his Sept. 26 broadcast.

BRAD BETHEL, director of the music division of program dept. of CBS, sails for Europe Oct. 4 aboard the Rex.

NAB Warning on Disk Infringement Action

Washington Bureau, RADIO DAILY

Washington—The National Association of Broadcasters yesterday warned all member stations about a potential infringement suit contained in Brunswick record No. 7378. Recording in question features two numbers that are under an ASCAP license and one that is not. NAB has conducted an investigation into copyrights involved and any member station now engaged in the controversy concerning the recording may obtain results of investigation upon request for same.

Tele Man to Marry

E. Arthur Hungerford, NBC television staff, will be married to Helen Savery this Saturday at Hoosic Falls, N. Y.

1	9	3	7
SUN	MON	TUE	WED
4	5	6	7
10	11	12	13
14	15	16	17
18	19	20	21
22	23	24	25
26	27	28	29
30			

Greetings from Radio Daily

Sept. 3

Dave Rubinoff
Annie Canova

September 4

Tom Galletly
Charles Cantor

September 5

Harold Sanford

September 6

Paul Tremaine
John Charles Thomas
Bert B. Gottschalk

NEW BUSINESS

Signed by Stations

KSL, Salt Lake City

Christiansen Furniture Store Chain, 15 minutes each week, starting Sept. 2; Alka Seltzer, three 15 min. per week, disks, begin Sept. 12; American Home Products, three disk shows per week, (Anacin), begins Sept. 27; Beneficial Life Insurance Co., 15 min. per week, through W. E. Featherstone, starts Sept. 2; Strevell-Patterson Hardware Co., 15 min. per week; Chevrolet, two quarter hour each week, (tenth renewal).

WIND, Chicago

Albert Dickinson Company, Live Stock market reports, three times a week, from Stock Yards by John L. Clark.

Henry C. Lytton & Sons, Clothiers. Announcements.

Middle West Distributing Company, Oil Burners. Using recordings.

WJJD, Chicago

Three Star Laundry, Recordings on Sunday mornings. 26 weeks.

WGN, Chicago

Whispering Jack Smith and orchestra for Ionized Yeast. 13 weeks starting Sept. 8. Electrical transcriptions. Through Ruthrauff & Ryan, New York.

Curtis Institute Returning

The Columbia Broadcasting System yesterday announced that arrangements have been completed whereby the Curtis Institute of Music and the Cincinnati Conservatory concerts will return to a coast-to-coast network this fall. The Curtis Institute will mark the beginning of its eighth consecutive year on CBS when a series of 30 weekly broadcasts will begin on Oct. 13. The Cincinnati Conservatory begins a series of 35 weekly broadcasts which will be heard at 11 a.m. on Oct. 9. Both programs will feature guests.

Show to be Aired from Boat

Chicago—Pillsbury's "Today's Children" is to originate from a 37-foot sailboat on Lake Michigan at 10:45, N. Y. time, Friday, Sept. 3. It came about this way. Bob Griffin, male lead, observed during a rehearsal, "It's too hot to work in these studios." "What would you suggest?" asked Irna Phillips, author and leading lady of the show. "How about broadcasting from my boat out on the lake?" "Fine," said Irna. The engineering experts were consulted. And so, weather permitting, the Friday episode will be wafted ashore by short-wave and rebroadcast.

NEW PROGRAMS—IDEAS

Novel Quizz Program

Out of the deluge of quizz type shows that recently have flooded the air, KCMO of Kansas City has managed to evolve an idea that not only appears as a novel quizz program, but affords the station and the sponsor, the Kelly-Williams Motor Co., an opportunity for some novel promotion stunts.

Logged as Judge Stetson's Night Court, the program opens with the bailiff delivering the commercial immediately after the familiar "Hear Ye! Hear Ye!". Following this introduction, the quizzier assumes the usual form of such shows until a court recess is declared for tabulating the scores, after which the Judge announces a special sticker question after the jurors have returned their verdict as to the winners of the regular contest. A special five dollar prize is offered to the one answering this special question. If no one can supply the correct answer, however, the prize money goes into a pot which is held over until the next Monday night airing of the 30 minute show. The person who finally answers a sticker question receives the accumulated purse.

The first three broadcasts are for women only and questions confined to those having a timely or local interest. Participants are invited to appear on the program by the bailiff, who, dressed as a westerner in chaps and ten gallon hat, calls personally on the women selected and serves a summons for their appearance in

Judge Stetson's Night Court. Cow-boys are also used on the downtown streets to advertise the program, appearing each Monday during the noon hour and during the week at the theater hour in the evening. Prizes of three and a half dollars are given to weekly winners. A local lawyer takes the role of Judge Stetson, while Lee Roberts, KCMO program director, serves as bailiff.

WSAR Inaugurates "Joneses"

The program "Keeping Up With the Joneses" has recently been inaugurated by WSAR.

Full of human interest, the talks follow and reflect anew the spirit which is urging business and industry forward, and illustrates how the rapidly changing times are affecting the daily lives of the public. The talks are non-partisan, non-political, and free of commercial trade names.

Local speakers are used for the talks. These speakers, identified with the businesses and activities treated upon, lend local color and interest to the series, and because of this, and the introduction to the power and fascination of radio, frequently cause them to become buyers of radio time.

Talks are fifteen minutes in length, and take in a dozen fields of endeavor, treating the contemporary scene by highlights and dramatized episodes in the lives of the men and women who are most intimately connected with these fields of endeavor.

MCA and KHJ Cook Up Another Fancy Show

Hollywood—Music Corporation of America and KHJ have co-operated on another ambitious effort featuring Benny Rubin, with a cast including Loretta Lee, Carroll Tevis and Carl Hoff and his orchestra. Will be titled "Great Loves," frankly burlesquing great loves of history, and is being waxed for sponsor audition. Similar teamwork of MCA and Don Lee execs is responsible for the new Buddy Rogers show.

RCA Moving and Expanding

Chicago—RCA transcription division is moving from its Merchandise Mart headquarters about Dec. 15 to 589 Illinois Street at Lake Shore Drive where the rest of the RCA family (except NBC) is quartered. RCA, following the lead of World, will install a processing plant. Three new studios, all air-conditioned, will be constructed on the sixth floor. Ed Foreman is head of the Chicago

Star Radio Adds Clients

Star Radio Programs, Inc., has just added stations WORC and KRMC to its list of subscribers to the new edition of the "Good Morning Neighbor" program.

Chandler Quits WPA For Pinkham Program

Douglas Chandler, production manager of the Radio Division of the WPA, has been appointed announcer and assistant director for the forthcoming Voice of Experience program for Lydia Pinkham, on the WLW Line. New job becomes effective Sept. 13.

WSPR Show to Tour

Billy Fields and His Western Radio Show, currently ethering via WSPR, Springfield, Mass., will begin a tour of the Goldstein circuit of theaters in Western Massachusetts, on Sept. 10. They will do three shows a day and two day stands at each of the 17 Goldstein houses. They will feature Ernie Gumlaw, 14-year-old popular song star of Springfield.

"Sure—WCOP is Boston's Finest!"

for all day coverage of the Boston area
National Representative
WEED & CO.

NEW YORK CHICAGO DETROIT

PROGRAM REVIEWS

"YOUR COMMUNITY"

Sustaining

WMCA, Thursdays, 9:30-9:45 p.m.

PROGRAM LACKS PUNCH AND HAS VERY LITTLE PROMISE AS FAR AS LISTENING AUDIENCE IS CONCERNED.

Of the various sustaining broadcasts launched recently by WMCA, this one leaves the most to be desired by the listeners. Program gets off to a slow start with Sam Brown giving a lengthy history of the community in a supposedly brief manner. Then follows leaders in the community with facts and figures concerning their respective sections of greater New York. First broadcast last night featured the story of the Bronx, and James J. Lyons, Jr., Bronx chief executive, was on hand to extoll the merits of this worthy community, merits that it seems to this listener all dwellers in the Bronx are familiar with, and outsiders are bored listening to. Program definitely lacks punch, and has had predecessors that have told the stories far better.

Glenna Strickland

Miss Strickland continues to give her daily cooking hints to housewives every morning over WNEW at 11-11:30 a.m. and manages to give an instructive and pleasing program with unbelievable consistency. Aided by Begonia, a negress stooge, Miss Strickland offers many appetizing recipes on each show, and her southern accent lends authenticity to her fried chicken specials.

JESSICA DRAGONETTE
PalmoliveBEAUTY BOX THEATRE
of the airEvery Wednesday Night, Nine - Thirty
E.D.S.T.

W A B C — COLUMBIA NETWORK

WEDNESDAY - SEPT. 8th

"BLUE PARADISE"

AL DONAHUE

Now Appearing

ROOSEVELT HOTEL,
New OrleansOpens at the Rainbow Room Oct. 6th
For Fall and Winter Season
Fourth Return Engagement



BOB HOPE will contribute his part of "Rippling Rhythms" from Hollywood the last three Sundays in September, following which the program discontinues to make way for the new Woodbury show with Tyrone Power.

Al Pearce will do his final Hollywood broadcast on September 7. En route East he will stop off at the Dallas Exposition for the September 14 airing, and will let the Ford dealers in Louisville "Watch the Fun Go By" on September 21, picking up regular schedule in New York the following week.

Chester La Roche, President of Young & Rubicam, is in town checking up on Packard and other fall shows handled by his agency.

Hedda Hopper is stepping out of her role as commentator for Mar-O-Oil on NBC Red and is auditioning for a new transcontinental. The program continues in the same spot, but will consist of novelty instrumental music.

Herbie Kay promises to introduce California to the "Big Apple", newest dance craze imported from the Carolinas and adjacent sources of new rhythms, when he opens at the Catalina Casino on September 1.

Miriam Guenther has been added to the staff of the George D. Lottman publicity office in Hollywood. Formerly associated with the Lottman office in N. Y.

Elaine Bennett, woman's page editor of the Portland, Ore., Shopping News, and commentator on KXL, is in town for a week of looking us over.

Fred C. Mertens, President of Mertens & Price, Inc., is leaving by auto this week to attend the annual convention of the National Cemetery Owners' Association in New York on Sept. 26. Firm has many accounts within the organization sponsoring their "Sunday Players". Following the convention, Mertens will spend several months in the South and Southeast visiting station accounts. Mrs. Mertens accompanies him on the trip.

"Way back in 1921 "wireless enthusiasts" in Santa Monica "could hear distinctly" programs from KFI. Yesterday a letter arrived at that station from a listener in South Africa stating that KFI is "heard with clarity" in that distant British possession.

Ev Meade, producer and writer for Young & Rubicam, is back from a Lake Tahoe vacation.

Beatrice Hagen, "Radio Baby Star of 1936", takes a guest spot on "New Horizons" over KNX Friday night.

Luella Ruth Cannan, WOW, Omaha, account executive handling "Singing Violins", "Merrymakers" and "Nightingale and Serenaders", is in town for a week or two. With her mother, Madame Emma Cannan, well-known concert singer, she is stopping at the Asbury.

Virginia Verrill will be guestar on George Jay's KEHE "Listen Ladies", September 10.



HOW IT ALL HAPPENED!

● ● ● We were sitting around minding our own business the other a.m. when Eddie (Buddy Clark) Wolpin came by and remarked that our facial pallor was under par!... Along came Addy Britt, Russ Morgan, Mack Millar, Mrs. Shep Fields and a few others to add their comment. In a few minutes we really were SICK!... The first to offer a remedy was Earle Ferris who suggested a stiff shot of whiskey which we never touch. ... From Harry Salter came the brilliant suggestion that we go home to bed while James Saphier recommended a drive through the park in the belief that the fresh air would help... But NBC talent scout Ernest Cutting quickly vetoed the recommendation saying that a cold might be contracted (without an agent?) but that hot lemonade would be much better... At this point Eddie De Lange of the Hudson-DeLange crew butted in and advised a sedative—which appeared unorthodox to us... Henry Spitzer wanted to know if we felt cold perspiration over the body—before offering some verbal assistance!

● ● ● By this time we felt that Campbell's Undertaking establishment should be notified when Charlie Ross comes by and suggests some hot broth but Art Shaw chimes in with some fresh fruit. ... Milton Pickman prescribes some tablets while Mickey Alpert wants to go FISHING!... Vincent Travers suggests, of all things, a movie!... Jay C. Flippen wants to feel our pulse—but can't locate his watch... Adele Purcell feels our brow and Ralph Wonders offers his bed!

● ● ● Of course Eddie Cantor has a remedy for everything but he's on the coast—so the suggestion might be to take a dose of Texaco gas! Or from Al Jolson would come the word to watch the horses—the neck straining would help, it appears!... Permanent cures were offered by Milton Berle who recommended some arsenic and Del "Pretty-Boy" Casino with a stiletto!... Don Lowe, NBCaster, had no suggestion—because he had just resigned his position... Bobby Feldman proffers a tour of the nite spots and Sid Schwartz goes brilliant with the thought of ice cream... Park-yarkarkas on the coast would suddenly discover a bad case of the chicken-pox while Lester Harlow of KUOA, Siloam Springs, Ark., might diagnose the case as measles!... Lester Lee after feeling our ticker screamed and said "Ohmigosh—You're Dead!"—but his hand was numb, anyway!... Roy Wilson says to take some beans—because he has the Heinz account. ... Sam Lyons refuses to commit himself to the suggestion of any product—because his acts sell EVERYTHING... Major Bowes suggests a rest in the new seats at the Capitol but Audree Collins and Wini Shaw offer a drive to the beach... Belle Baker promises to sing us a lullaby if we go to bed instantly!... Al Shayne wants us to take a cereal—because he auditions for the sponsor on the morrow... Jonie Taps says that watching the ball game couldn't excite us TOO much!... Barry Wood offers to take us to a wedding where he's going to sing "Oh Promise Me!"

● ● ● Now the thing becomes silly—and our mental condition impaired... Word reaches Ted Collins and Kate Smith up at Lake Placid and he sends down some baking powder—to drink!... Bob Hope recommends wrapping a left sock around the neck while Walter Cassel thinks if we have Martin Block play a Benny Goodman record—the blues would go... Walter O'Keefe would recommend his sponsor's product but don't know if he's going to return after the fall... CHARLIE McCarthy has a suggestion via Bergen—but can't recall the sponsor's name!... Naturally—not one person suggested seeing a DOCTOR!... Therefore, we're in bed today—with DOUBLE PNEUMONIA! (Your Editor hopes.)



FRED IBBETT has left Aubrey Moore and Wallace here to produce "Hollywood Hotel" for F. Wallis Armstrong. Ibbett has asked Willis Cooper, formerly continuity editor at NBC here, to write the "Hollywood Hotel" show and Cooper is seeking permission from 20th Century-Fox to do it.

Gene O'Connor, traffic manager for WGN, is back from a vacation in Denver.

Lynn Chalmers, former songstress with Dave Broekman on the Don Lee network, is now warbling with Harold Stokes and WGN dance orchestra.

Mark Love, WGN and WBBM basso, is back from several weeks in Alaska.

John Weigel is the new master of ceremonies for WCFL's nightly 10 to 12 Skyride broadcast.

That new top tenor with Fred Waring's orchestra is Gordon Goodman, former Salt Lake City truck driver. He replaced Gene Conklin who remained on the west coast when the troupe came to the Drake Hotel here.

Clyde McCoy is set to follow Waring at the Drake in four weeks.

Mildred Bailey and Red Norvo off to the coast for a guest shot on Benny Goodman Camel show next Tuesday and to open an engagement at Palomar in Los Angeles. They'll have shots on CBS at 11:30 p.m. Tuesdays and Thursdays, New York time.

Morrison Wood of WGN production staff is back from a fortnight in northwoods.

Joe Rudolph, manager of WCBF is vacationing in northern Wisconsin.

Songstress Helen Jane Behlke is out at NBC and is now free lancing. She was formerly heard on the Breakfast Club.

Judge Charles F. Dougherty is off WJJD's Safety Court broadcasts for a vacation in Europe.

Aunt Jemima show had plenty of tough luck day it bowed in here. Basil Loughrane, production director of show, smashed a couple of ribs in the morning and couldn't show for push off. And just before broadcast time the WMAQ transmitter folded. Thus premiere wasn't heard locally.

Edgar Guest, Frankie Masters band and the Masters' Voices have been signed for 13 weeks more, effective Sept. 28, by Household Finance for "It Can Be Done".

Bill Murray of William Morris' New York office is visiting local crew.

Ed Craney, owner of KGIR, Butte, Mont., has invited three Chicago kids, Bob, Tom and Jim Kelly, sons of the golf pro Tom Kelly, and their mother to visit him at Butte and make a special broadcast at his expense. Craney was charmed by the boys' story of their paper, Sunset Geset, as related on Jerry Belcher's "Our Neighbors" show last Sunday.

ORCHESTRAS MUSIC

MURALS depicting the history of swing music will be part of the decorative scheme at the Trianon ballroom in Cleveland, Charles Horvath, manager, announced yesterday. He has engaged Kallman Fayer, noted Hungarian artist, to redecorate the ballroom. The "swing" murals will include Original Dixieland Jazz Band, Paul Whiteman, Benny Goodman, Fletcher Henderson, Joe Venuti and Eddie Lang.

Mario Cozzi, NBC baritone, sings the role of Scarpia in the Hippodrome's presentation of "Tosca" on Sept. 10.

Ozzie Nelson, at the Astor Roof, will remain an extra week. Later in the month, he and Harriet Hilliard hop for a week's vaudeville engagement in Boston, and, about the 25th, will leave for Hollywood, where their fall commercial over the NBC-Blue network with Feg Murray commences Oct. 3.

Stan Austin and his orchestra, start tomorrow airing over WNEW, with music originating from Donahue's at Mountain View, N. J.

Les Brown and his Duke Blue Devils, currently heard over NBC from the Playland Casino, Rye, N. Y., will begin a one night stand tour for CRA, starting Sept. 15. The Devils will make six platters for Decca Records this week.

Glenn Miller and his music men follow Glen Gray into the Nicollet Hotel, Minneapolis on October 3, for four weeks with options. Miller is featuring Kathleen Lane as vocalist. Booking by Rockwell-O'Keefe.

Chipso's New Serial

Chicago—Procter & Gamble is adding a new serial to its long string starting Monday, Sept. 13 over the NBC-Blue in the morning and with a repeat in the afternoon on the Red. Show is titled "Road to Life" and it's written by Irna Phillips who also turns out the "Guiding Light" for P. & G. and "Today's Children" for Pillsbury's.

GUEST-ING

CORNELIUS VANDERBILT, JR., VINCENT RICHARDS, LARRY KENNEDY and MILDRED JOHNSON on "For Men Only" Sept. 6 (WHN, 8:30 p.m.).

LEON JANNEY on Jay Flippen's Amateur Hour, Tuesday (WHN, 7 p.m.).

AL JOLSON, on Ben Bernie's program, Sept. 14 (NBC-Blue, 9 p.m.).

BERT WHEELER, on Show Boat hour, Sept. 9 (NBC-Red, 9 p.m.).

IDA LUPINO, on Chase and Sanborn Hour, over (NBC-Red, Sept. 5, 8 p.m.).

STATIONS OF AMERICA

Highlights in the Development of Outstanding U. S. Radio Stations:

No. 65 of a Series

WRAK—Williamsport, Pa.

1370 K.C.—100 Watts Night, 250 Watts Day

GEORGE E. JOY, General Manager

ESTABLISHED April 16, 1930, WRAK has grown to maturity with unbelievable rapidity. But there are reasons, and the 1,487,000 persons included in the primary and secondary coverage are all reasons combined. It has been through these listeners, spread through 19 counties, that WRAK has been able to grow, and because of its vast listening audience which covers America's major markets, WRAK boasts some of the most important radio advertisers utilizing independent stations on its daily schedules.

WRAK's primary area includes 393,000 persons and has annual retail sales amounting to \$60,614,000. Primary and secondary markets have annual retail sales totaling \$201,022,000. Industries included in areas include Oil, Coal, Leather, Airplanes, Furniture, Rayon, Silk, Wire, Railroads, Lumber, Dye, Dairy and Paper manufacturers. 1936 figures show a 100 per cent increase in local business over the previous year while national business was even better, showing a 200 per cent increase.

WRAK offers a well organized merchandising department devoted exclusively to the work of general advertising. Surveys are furnished and co-operation in general extended to further the interests of all advertisers. Boasting of a complete service in Central Pennsylvania, WRAK offers Transradio News on an 18-hour-a-day basis, RCA High-Fidelity equipment, Hammond Electric organ, Blaw-Knox vertical antenna, NBC Thesaurus programs exclusively in that territory, merchandising department, newspaper affiliation with the Sun-Gazette. Proof of the pull from these services lies in the fact that on one single broadcast, WRAK pulled 14,000 responses by mail from 36 Pennsylvania counties and one New York county.

Station is owned and operated by WRAK, Inc. Business offices and studios are located at 244 West Fourth Street and transmitter is situated at 1561 West Fourth Street, both in Williamsport.

WCTU Considers Air For National Program

Women's Christian Temperance Union will definitely take to the air within the next month, it was learned last night. At present stations are being asked to submit a "March of Time" type broadcast as the WCTU favors a weekly news show in dramatized form. Possibility of show going network is very remote at the present time as is the possibility of waxing the series. If present program is purchased, it will be heard locally in New York as a beginning, with other cities added at a later date.

Original idea was for WCTU to wax a dramatized news event each week, using actors and a commentator. However, the sponsor now desires a more timely program, and will go on the air with live talent.

Air Aces Cover Races

Cleveland—Larry Roller, director of public events and special features for WHK-WJAY, announced today that he has completed arrangements which provide for WHK's coverage of the Thompson Trophy Race of the National Air Races by Major Al Williams and Jimmy Doolittle.

Both aviators will work together on the broadcast, and will be assisted by Roller. It will be on the air in Cleveland from 4-5:30 p.m., Sept. 6, and CBS will pick up the finish—last half hour of the broadcast—for network listeners.

PROMOTION

WPAY Helps Save a Life

WPAY, Portsmouth, Ohio has come to the front in many emergencies, but last Friday, was the first time it ever had the opportunity to be directly responsible for assisting in saving a life! A woman, at the point of death was urgently in need of a blood transfusion. A rare type of blood was necessary! In desperation, a member of the family came to WPAY and asked if they would broadcast for a blood donor. Every five minutes, the call for help went out. In a very short time, WPAY was notified that a great number of people had responded and that the correct type of blood had been found. The transfusion was made immediately, and because of the speed that radio alone made possible, the patient is on the road to recovery!

Ads for KCKN Account

To open the publicity campaign on the C. P. MacGregor feature, "Talking Drums," KCKN used a half page in The Kansan, local daily newspaper, as the first "teaser" ad. This will be followed by several smaller teasers before the date and time of the first broadcast is actually announced.

JOHN EBERSON

STUDIO ARCHITECT



ACOUSTIC CONSULTANT

**1560 BROADWAY
NEW YORK CITY**

STATION-STUDIO
and
TRANSMITTER

EQUIPMENT

NEW DEVICES
and
IMPROVEMENTS

Latest Technical Developments and Activities in Radio and Television

Voice Visual on Screen

Actors picked for parts in Columbia Workshop dramas now "see" their voices on an illuminated screen while rehearsing so they may get exactly the right pitch, tone color, intonation and balance into their spoken lines.

The saucer-like screen is set in a small portable case. Beneath the screen, a pointer is set to any one of twelve marks denoting notes in one octave of the chromatic scale. When the pointer is turned to "A", for example, a streak of green light twists into a particular stationary pattern or "signature" representing this note. At the same time, a microphone attached to the device hums the note.

The turn of a control knob erases the pattern and sends the green light streaking in a single horizontal line from right to left on the screen. To bring back the original visual pattern for "A", the actor at the mike must hum the note. If the actor "sharps" the note, the pattern will reappear but will move to the right of the screen. If he "flats" the note, the note image will move to the left. When, however, he succeeds in getting the exact pitch, the image on the screen remains perfectly stationary. The octave below middle "C" is denoted by a single image; the middle octave produces a double image; the octave above middle "C" is denoted by a triple pattern—and so on up the scale.

This device is called the "resonoscope" and was developed by the Dumont Laboratories of New Jersey.

KVI Dedicates Antenna

Amidst showers of congratulations, KVI dedicated its new broadcasting studio last week in the arcade of the Hotel Olympia, Seattle.

The \$20,000 Seattle studios embracing the most modern features in studio architecture mark the station's entry into the highly competitive Seattle field. KVI recently erected an expensive new transmitter on Vashon Island in Puget Sound. Programs broadcast in the new hotel studios of Seattle will go by direct wire to the transmitter located at Point Heyer on the island.

For the dedication program a large group of the finest talent in the Pacific Northwest was gathered.

Station Improvements

New Orleans—WSMB has applied for license to cover CP as modified, for new transmitter and directional antenna and move transmitter.

Bound Brook, N. J.—W3XAL has applied for modification of license to add the frequencies of 11790, 15250 and 21460 ks., contingent on W1XAL application releasing these frequencies.

Jackson, Miss.—WJDX has applied for modification of CP for changes in equipment, new antenna and increase in power, further requesting changes in equipment and extension of commencement and completion dates.

San Francisco—KSFO has applied for license to cover CP as modified, for a new transmitter, vertical antenna and move of transmitter.

Kansas City, Mo.—KCMO has applied to the FCC for an ultra short wave transmitter permit. Lloyd Sigman, chief engineer, will construct

the pack equipment which the station will use for special events.

Waco, Texas—WACO has applied for CP to make changes in equipment, and increase power from 100 watts to 100 watts night, 250 watts day.

Austin, Tex.—KNOW has applied for CP to make changes in equipment, increase power from 100 watts to 100 watts night, 250 watts day, also make changes in antenna.

Indianapolis—WIRE has applied for CP to install new transmitter and move same to new site.

Chattanooga—WAPO has applied for license to cover CP for changes in equipment, power boost, and change in hours of operation.

Richmond, Va.—WMBG has applied for CP to make changes in equipment and increase power from 500 watts to 500 watts night, 1 kw. day, using directional antenna.

WOR Adds Portable Equipment

Outside pickup facilities of station WOR with studios in New York City, have again been augmented by the addition of Western Electric 22A portable remote pickup equipments, 6 in number this time, according to J. R. Poppele, Chief Engineer. This makes a total of 9 such equipments placed in service by WOR during the summer of 1937, three having been acquired earlier in the season. The additional equipment was necessary to provide adequate service for the large number of remote programs currently handled.

The new speech input equipment is light and compact, combining portability with high program quality and the functional features of fixed studio speech input equipment. It is contained in two small carrying cases, one of which contains the amplifier unit and the other contains either an AC power unit or an independent battery power supply.

Tele Receivers Costs Reduced

Berlin—The "Blockfernseher" or "block television receiver" which is just being offered to the trade here, is intended to materially lower the price of television sets by providing a pre-amplifier common power to 20 home television receivers.

WQAM Storm Proof

WQAM, South Florida's mainstay in time of storm emergency has made further preparations to improve its service. Chief engineer Ralph Nulsen reports the completion of the emergency power plant. Should electric facilities fail due to high winds, the pressing of a button will put into operation the standby unit, whose capacity is more than enough to supply current for WQAM's entire equipment.

The transmitter buildings represent a rather unusual departure from the standard radio station design. To protect equipment and assure a minimum of interruption to service vital to residents of Southern Florida and nearby islands in time of storm, the buildings were mounted on six foot piers. The 235 foot vertical radiator antenna tower is also mounted above the surface on massive concrete blocks. This radiator is of special design to resist high wind velocities.

The peninsula station was the first among Miami stations to install a microphone in the Weather Bureau and bring into the listener's homes the official weather reports. WIEF, the Miami Broadcasting Company's short wave relay station will stand by at the Weather Bureau "just in case" something happens to the lines of WQAM's transmitter.

Short Waves as Health Aid

London—The medical value of television, if any, is unknown, but the B.B.C. is compiling a few statistics to see what bearing short-wave transmission has on the health of the staff.

Members of the Alexandra Palace staff find that they are extraordinarily fit when at work, but easily catch cold when on holiday, suggesting that the short wave radiation gives immunity from the influenza germ, but only when the subject is close to the transmitters.

CHARLES ROSS, Inc.

Formerly Motion Picture Lighting and Equipment Corp.
WE FURNISH
Electrical Lighting Equipment
of Any Kind
FOR RADIO STATIONS
244-250 WEST 49th STREET
New York City Tel. Circle 6-5470-1

Longacre 5-4610

Founded 1889

MORRIS
LIBERMAN

VALANCES, FLAGS AND BANNERS—RENTAL SERVICE
FOR RADIO STATIONS

320 West 46th Street
New York City

NEW PATENTS

Radio and Television

Compiled by

John B. Brady, Attorney

Washington, D. C.

☆ **F. C. C.** ☆
ACTIVITIES**EXAMINER'S RECOMMENDATIONS**

George W. Taylor Co., Inc., Williamson, W. Va. CP for new station. 1370 kc., 100 watts, daytime, be denied.

WBNS, Columbus, Ohio. CP for increase of power to 1 KW., 5 KW. LS. be granted. 1430 kc., unlimited.

KGO, San Francisco, Cal. CP for increase in power to 50 KW. be granted. 790 kc., unlimited.

KFNF, Shenandoah, Ia. CP for increase in power to 1 KW., 5 KW. LS. be granted. 890 kc., share time.

HEARINGS SCHEDULED

Sept. 17: WCBA, Allentown, Pa. Vol. assignment of license to WSAN, Inc. 1440 kc., 500 watts, share time with WSAN.

Fred M. Weil, Grand Coulee, Wash. CP for new station. 1420 kc., 100 watts, 250 watts LS., unlimited.

Sept. 20: Monocacy Broadcasting Co., Rockville, Md. CP for new station. 1140 kc., 250 watts, daytime.

O. C. Burke, Dickinson, Tex. CP for new station. 1500 kc., 100 watts, unlimited.

Oct. 15: C. Bruce McConnell, Indianapolis, Ind. CP for new station. 1500 kc., 100 watts, 250 watts LS., specified.

John P. Harris, Hutchinson, Kans. CP for new station. 710 kc., 1 KW., daytime.

APPLICATIONS RECEIVED

WAVE, Inc., Louisville, Ky. CP for new station. 880 kc., 500 watts, unlimited.

N. B. Egeland, Roland, Ia. CP for new station. 1500 kc., 100 watts, daytime.

KANS, Wichita, Kans. Auth. to transfer control of corp. from Charles C. Theis to Herbert Hollister and Don Searle.

**Lydia Pinkham Program
Sets Station Schedule**

Complete network and spot schedule for Lydia Pinkham radio campaign calls for 57 outlets. Twenty-five stations will be hooked to the WLW Line. Program featuring the "Voice of Experience" will be fed to the net from WHN beginning Sept. 13, 1:30-1:45 p.m. on a Monday through Friday schedule.

Stations on the network are: New York, WHN, WMCA; Philadelphia, WFIL; Pittsburgh, KQV; Cincinnati, WLW; Chicago, WJJD; Detroit, WXYZ; Baltimore, WBAL; St. Louis, KWK; Boston, WAAB; Providence, WEAN; Bridgeport, WICC; Fall River, WSAR; Springfield, WSPR; Bangor, WLBZ; Manchester, WFEA; Hartford, WTHT; New Bedford, WNBH; Waterbury, WBRY; Lowell, WLLH; Laconia, WLNH; Augusta, WRDO; Springfield, WNBX; New London, WNLG.

Stations which will carry transcribed programs: Kansas City, WHB; Rochester, WHAM; Wheeling, WWVA; Charlotte, WBT; Atlanta, WGST; Jacksonville, WJAX; Birmingham, WAPI; New Orleans, WDSU; Little Rock, KLRA; Memphis, WMC; Nashville, WSM; Des Moines, KRNT; Milwaukee, WISN; Minneapolis-St. Paul, KSTP; Tulsa, KTUL; Oklahoma City, WKY; Dallas, WFAA; San Antonio, KTSA; Omaha, WOW; Denver, KLZ; Salt Lake City, KDYL; Los Angeles, KFWB; Portland, Ore., KOIN; Spokane, KFPY; San Francisco, KYA; Los Angeles, KEHE; Sacramento, KFBK; Fresno, KWJ; Stockton, KWG; Bakersfield, KERN; Cleveland, WGAR; Buffalo, WGR. Transamerica is making the recordings, Erwin, Wasey & Co. is the agency.

... Radio's own daily newspaper modestly presents a series of 100 unsolicited testimonials as to what Radioland thinks of RADIO DAILY.

NATIONAL BROADCASTING CO.

San Francisco, Calif.

"... Needless to say, RADIO DAILY is becoming almost a Bible to me, and you may add my sincerest compliments on a grand paper."

*Jack Meakin***RAY PERKINS**

New York City

"... RADIO DAILY is a grand little sheet."

*Ray Perkins***THE McNAUGHT SYNDICATE, INC.**

Greenwich, Conn.

"... You are getting out a nice little paper and I have enjoyed reading it."

Charles V. McAdam

President

... RADIO DAILY is six months old. It is growing fast. It already has the confidence of a great progressive industry. Watch RADIO DAILY.

WCMI Mobile Unit

Ashland, Ky.—Chief Engineer E. D. Herider of WCMI recently completed the installation of WATA, the mobile unit for remote pick-ups. Unit consists of a Terraplane automobile with RCA 40-watt transmitter on 2150 kilocycles. Receiver is mounted for station check as well as cues.

The mobile unit has been in service on various occasions, the most recent being when placed at the courthouse in Catlettsburg, Ky., to relay the count of the recent election to WCMI, for airing to the tri-state area served by WCMI. Mobile Unit Terraplane has publicity signs on sides and back of car furthering the popularity of the station in obtaining more listeners.

WHEC Short Wave Pack Problem

Rochester, N. Y.—W8XPD, the short wave pack transmitter of WHEC went on a whirl the past week when Harry LeBrun and Charlotte Edwards took the outfit on the merry-go-round at a municipal park for a full half-hour. The spot provided plenty of fun for all, but the station members felt a bit on the punch-drunk side after 30 minutes of making the mistake of facing-in on the machine. After it was all over, they were informed that one should face out on the things to avoid becoming dizzy.

The problem now at hand is just what way to face when the pack transmitter is taken on the ferris-wheel this coming week at an American Legion Carnival.

High Frequency Experiments

Muncie, Ind.—Engineering department of WLBC under the direction of Donald Burton, owner, and Maurice Crain, chief engineer, is conducting a series of experiments with ultra high frequency receiving aerials.

NEW BOOKS

Microphone Memoirs

New book to hit the stands on the subject of radio, *Microphone Memoirs* deals mainly with radio in its primitive stages. Compiled and written by Credo Fitch Harris, one of the real pioneers in the radio field, the book reeks with the romance and wild and wooly experiences that radio grew up with. The volume completely ignores the technical side of radio, the author giving the impression that he holds the wonders of broadcasting in awe—and so decides to leave that phase of the business to experts.

Book reads smoothly, and concerns itself with experiences and now strange happenings that were on the daily fare of every broadcast station in those early days. Each and every "first" broadcast that WHAS, Louisville, the locale of the book, endeavored, is brilliantly and clearly related. Incidents that today are hilarious, but were catastrophes 10 years ago, are all told. Result is a book of radio in its horse and buggy stages, and it will interest every reader that has any connection with radio, either from the listening or broadcasting end.

Published by Bobbs Merrill.

"Junior Nurse Corps" Stations

Stations set for the Swift "Junior Nurse Corps" program which debuts over the NBC-Blue network Sept. 27 are KDKA, WHK, WXYZ and WLW for the 5-5:15 p.m. show and WENR-WLS and KWK for the repeat at 6 p.m. Contract is signed for 30 weeks through Stack-Goble, Chicago.

Recommends KGO Power Boost

Washington Bureau, RADIO DAILY

Washington—KGO, San Francisco outlet of the National Broadcasting System, yesterday was awarded an examiner's recommendation to increase power from 7500 watts to 50,000 watts. Station operates on 790 kilocycles on an unlimited basis. Final decision on grant is expected shortly.

ONE MINUTE INTERVIEW

JOHN G. PAINE

"The history of the American popular song is the history of the political, economic and industrial development of the nation, and if one should care to take the time to review it in detail, study it from the standpoint of its ballad form and its dance form, he would find that the current songs enjoyed in each era of our development were in complete and absolute harmony with the spirit, tempo and the emotionalism of their day."

★ Coast-to-Coast ★

WBAL Players have started their fall activities with the first of a new series under the general title of "Club Radio", written and directed by Brad Bradley, WBAL assistant program director. Programs will be dramatic cross-sections of night life in a big city. Fragments of conversation will be picked up from night club tables and there will be dance music and a floor show. Situations involving typical people who frequent the better type of night clubs will be enacted.

Betty Ruth Curtis, of Fort Worth, Texas, is replacing Joan Thompson as studio hostess and station secretary at KFRO, Longview, Texas, while Miss Thompson is taking her regular two weeks' vacation at Post, Texas.

KOBH, Rapid City, S. Dakota—In one of her infrequent air appearances Elsie Janis, "Sweetheart of the AEF," stressed a good neighbor policy in a special KOBH Air Show last Friday. Miss Janis was in Rapid City for a personal appearance in connection with a local charity... Recent interviewee of station's "man on the street" was Rollo Clarke who specializes in the consumption of glass, razor blades and fish hooks. Clarke was billed at a local theater and one of the features of the show was the consuming of a windshield from a 1937 popular low priced car. Event was aired over KOBH on a special broadcast from in front of the theater.

Plans are being made for a radio station to be built at Three Rivers, Quebec, and operated by "La Nouvelle," French newspaper.

The only station in Ohio outside of Columbus to give the State Fair consistent broadcasts was WHIO, Dayton, Ohio, when arrangements were made for rebroadcast from WHKC. The programs were arranged in keeping with the Dayton

station's policy of serving rural listeners.

Grand National Pictures has installed a department in Hollywood to handle radio exploitation. Bennie Bloom and Clarence Freed, representing G. Schirmer have arranged a number of coast to coast broadcasts of featured numbers in "Something to Sing About," starring James Cagney.

Central States Broadcasting Co., owner of KOIL in Omaha and KFAB-KFOR at Lincoln, will install a complete radio exhibit at the Nebraska state fair in Lincoln during the week of Sept. 5-10. Included will be a control room, air conditioned, 16 by 22-foot soundproof studio and a staff of engineers and announcers. A number of programs will be broadcast from this studio during the fair.

John McKay, KOIL commentator, interviewed Governor R. L. Cochran of Nebraska for the second of his series on "What Omaha Needs" Tuesday night. The interview with the governor was piped from the executive mansion at Lincoln.

WEBQ, Harrisburg, Ill., has just finished redecorating its studios, and the result is most breath-taking. Thousands of visitors have acclaimed the station as the most beautiful they have ever seen, which naturally, pleases the staff very much.

WPAY is beginning a new "Sunrise Special" on Aug. 31, from 7-8 a.m. It will be under the personal direction of Eddie Rhoden and will be a pleasant variation of the Musical Clock feature. Novelty selections, news items, birthday greetings, interviews with local personalities, variety talent, and numerous time signals will pour through "the air with the greatest of ease."

Frieda Etelson Balotin, Baltimore violinist who has made a big hit on WBAL's "Midsummer Moods" program, has been signed to appear on four more programs of the station.

Magic Key from Chicago

Chicago—A portion of the Magic Key of RCA will emanate from Soldiers' Field here next Sunday where the first National Fire Fighters Tournament will be held that day. John B. Kennedy will describe such feats as scaling walls, water fights, fire alarm turnouts and life net jumps.

Roger Phillips to KFJZ

Fort Worth, Texas—Roger Phillips, program and publicity director for Station KFJZ, Fort Worth, has gone to San Antonio where he is now production manager of Station KABC, San Antonio. KABC is under same ownership as KFJZ.

New KOIL Transmitter

The new KOIL transmitter station, modernistic in style, is located two miles east of the new South Omaha bridge. The location is a radical departure from the former location of KOIL's twin towers on the highest hill in Council Bluffs, station officials heeding engineers' advice that moist bottom lands are superior to the old high elevations.

The single 310 foot tower is built of Truscon steel and grounded with nine miles of copper wiring.

The RCA transmitter is itself so new that the serial number is No. 1.

BOSTON

Major General Charles H. Cole, Adjutant-General of Massachusetts is looking to NBC in Boston for assistance in putting over the Constitution Day celebration in Boston this month. General Cole was put in charge of the arrangements by Governor Hurley.

William Murphy has joined the staff of the Yankee network news service as a reporter. He was formerly with the Concord, N. H., Monitor-Patriot and with the Boston office of Transradio.

Roger Wheeler, editor of WEEI's Radio Almanac, back at his typewriter after a vacation motor trip through the Maritime Provinces with his family.

George and Juanita, popular Yankee network artists, will make a return engagement at the Palace Theater in Pennacook, N. H., on Sept. 14. They played there last month.

Gene Arend is the new secretary to Cleon B. White, manager of NBC Artist Service in Boston. Miss White replaces Dawn Kelley, who is resigning. Miss Kelley is to be married in October. She is one of the prettiest girls in Boston radio circles.

Joan Bennett paid an overnight visit to Boston with Walter Wanger, producer of Miss Bennett's new starring vehicle, "Vogues of 1938," which opens at the Keith Memorial on Sept. 17.

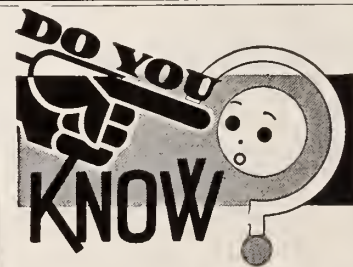
Frank Bowes, WBZ salesman, vacationing in the hills of New Hampshire.

The Zimble String Quartet, which has just returned from the Berkshire Music Festival, will resume their popular Beethoven Cycle on WNAC on Mondays, Wednesdays, and Fridays. Joseph Zimble, its director, is a cellist in the Boston Symphony Orchestra.

Grace Edmunds, NBC's head hostess in Boston who has been on a six weeks' leave of absence, has returned to the hostess desk. Miss Edmunds went on a motor trip through the South and West.

Jimmie and Dick, "The Novelty Boys," will resume their program for another three weeks on WEEI.

Norman Allen, who has been filling in as page boy during the past summer months at WBZ, has returned to Harrisburg, Pa. He is an instructor at the Harrisburg Academy.



Barry McKinley was a vaudeville hooper until three years ago, when he broke into radio vocally as a member of the Morin Sisters trio (he substituted for one of them who fell ill).



RADIO DAILY

Serving the Better Interests of Commercial Radio and Television



VOL. 2, NO. 47

NEW YORK, N. Y., TUESDAY, SEPTEMBER 7, 1937

FIVE CENTS

Chicago Script Deluge

WOR-MUTUAL LEASES OLD ZIEGFELD ROOF

WOR-Mutual is expanding its broadcasting facilities, with the first move being in the direction of a permanent theater-studio in the Times Square sector. Lease has been signed for the New Amsterdam Roof Theater, on 42nd Street, off Seventh Avenue, effective Oct. 1, and the house will be named WOR-Mutual Playhouse. Seating capacity is 709 pa-

(Continued on Page 8)

Cowles Starts "Look" Magazine Spot Shows

Cowles Publishing Co. (Look magazine) start a series of daily half-hour programs over WMCA today. Programs, entitled "Stop, Look, Listen", are to be heard Mon., Tues., Thurs. and Fri. at 11-11:30 p.m., Sunday, 12 mid-12:30 a.m. and Wednesday, 11:15-11:45 p.m. Garnett Marks and Don Kerr will handle the show which consists of news, weather reports and transcribed music. Schwimmer & Scott, Chicago, is the agency.

Gardner Cowles interests, which include newspapers and radio stations in the midwest, plan to put programs all over the country in behalf of the picture magazine.

Free & Peters Appointed To Rep. WOWO-WGL

Fort Wayne—The Westinghouse stations, WOWO and WGL, have appointed Free & Peters as exclusive national representatives. WGL had no national representative previously. W. Ward Dorrell, is Westinghouse station manager here.

What's A Few Miles

Wilkes-Barre, Pa.—New station break at various intervals, from WBAX, has been tied in with the establishment by American Airlines of a twice daily stop at the Wyoming Valley airport.

Station break is: "This is WBAX-Wilkes-Barre. 45 minutes from Broadway by American Airlines."

Brushing Up

Raleigh, N. C.—The Office of Education in Washington has helped compile a list of the dozen most often mis-pronounced words in the order of their frequency of use, with the result that its findings are being given careful consideration by WPTF's staff of announcers. The list follows:

1. On; 2. Again; 3. Toward; 4. Interesting; 5. Accept; 6. Address; 7. Preferable; 8. Drowned; 9. Perform; 10. Automobile; 11. Attacked; 12. Forehead.

CBS SETS MORE BIZ INCLUDING GEN. FOODS

CBS has completed negotiations with General Foods for a three-a-week series of quarter-hour programs to begin the last week in September or the week following. Sales staff has also signed renewals on the Ford-Al Pearce and his Gang show, the Pontiac - Cravens series, and the American Home Products, "Romance"

(Continued on Page 8)

Drastic Changes in WCFL's New Policy

Chicago—Under new executive direction WCFL, "The Voice of Labor", the Chicago Federation of Labor station, is embarking on a new course patterned after the major network outlets here. All sponsored broadcasts by churches and other civic and educational groups are to be dropped as are all foreign language

(Continued on Page 3)

New Season Will Bring Total to 50 Originating in Windy City; Offset to AFM Seen

IRONIZED YEAST TIME ON 5 CANADIAN OUTLETS

Ironized Yeast will launch an extensive radio campaign in Canada the week of September 20th. Contracts have been signed thru Weed & Company, station representatives, for two 15-minute evening programs weekly on the following Dominion stations: CKY, Winnipeg; CJCA, Edmonton; CFAC, Calgary; CKCK, Regina and CFCF, Montreal.

The programs will continue for 13 or more weeks and will consist of 15-minute transcriptions by Whispering Jack Smith and his orchestra.

Ruthrauff & Ryan is the agency.

Great Lakes Exposition Has Ethered 599 Shows

A total of 599 shows have been aired from the Great Lakes Exposition in Cleveland so far this summer, according to a report issued today by Ralph B. Humphrey, director of radio activities at the Exposition. This total covers a period from May 29, the opening date, to Sept. 6.

Network broadcasts from Sherwin-Williams Radioland total 288. Out of this total the Mutual Network aired 273 shows, Columbia 10, NBC-Red 3, and NBC-Blue 2. Most of the Mutual

(Continued on Page 2)

CHICAGO—With still more sponsors demanding script shows it becomes apparent that Chicago will originate half a hundred or more of the three or five-a-week dramatic serials, in which it long has led the nation, this fall. NBC will have a score or more by the time the season is in full swing, WGN about a dozen and WBBM-CBS a half dozen or thereabouts. Recording studios account for another batch that are not outletting here, though using local talent in making them. Smaller stations will account for the remainder. One wonders how the good ladies

(Continued on Page 3)

OLDSMOBILE EXCLUSIVE ON MICH. STATE PIGSKIN

Oldsmobile Motor Co. will sponsor exclusively all Michigan State Football games this fall over the Michigan Network. Contract was set through D. P. Brother Advertising Agency and marks the first time sponsor has broadcast in the sports field.

Programs will originate from WJIM and be heard over the following: WXYZ, WELL, WIBM, WKZO, WFDF, WOOD-WASH and WBCM. All told, there will be 9 football games aired, with broadcasts due to start Sept. 25 and terminate Nov. 27. WJIM will furnish a staff of 5 technicians, Howard Finch announcing play-by-play, and one announcer, as yet unselected, to handle color.

★ THE WEEK IN RADIO ★

... McNinch to Clean House

By NORMAN WEISER

FRANK R. McNINCH, newly appointed FCC chairman, began his new job by ordering a checkup of commission's personnel in what may eventually prove to be a sensational shake-up in the ranks. Attorneys from the Power Commission have orders to check upon practices, procedure and personalities. Move is understood to be the first step in McNinch's "clean-up" job for which the President appointed him. It was also understood that chairman will

assume active control of the commission by Sept. 15....

CBS showed an increase in gross revenue for August of 58 per cent over 1936. Cumulative total for first eight months of 1937 showed an increase of 36.7 per cent as compared to same period last year. Network's gross billings to date are greater than the January-Nov. period of 1936, which included added billings from heavy series of presidential cam-

(Continued on Page 2)

Safety Congress

Kansas City, Mo.—M. F. (Chick) Allison, publicity director with NBC has been named chairman of the radio committee for the meetings here, October 11 to 15, of the 26th National Safety Congress and Exposition. The committee will be made up of representatives from all six of the stations in Greater Kansas City.



Vol. 2, No. 47 Tues., Sept. 7, 1937 Price 5 Cts.

JOHN W. ALICOATE : : : Publisher

DON CARLE GILLETTE : : : Editor

WARVIN KIRSCH : : : Business Manager

Published daily except Saturdays, Sundays and Holidays at 1501 Broadway, New York, N. Y., by Radio Daily Corp. J. W. Alicoate, President and Publisher; Donald M. Merser, Treasurer and General Manager; Chester B. Bahn, Vice-President; Charles A. Alicoate, Secretary; M. H. Shapiro, Associate Editor. (Post free) United States outside of Greater New York, one year, \$5; foreign, year, \$10. Subscriber should remit with order. Address all communications to RADIO DAILY, 1501 Broadway, New York, N. Y. Phone Wisconsin 7-6336, 7-6337, 7-6338. Cable address: Filmday, New York. Hollywood, Calif.—Ralph Wilk, 6425 Hollywood Blvd. Phone Granite 6607.

Entered as second class matter April 5, 1937, at the postoffice at New York, N. Y., under the act of March 3, 1879.

FINANCIAL

(Saturday, Sept. 4)

NEW YORK CURB EXCHANGE

	High	Low	Close	Net Chg.
Am. Tel. & Tel.	167 ³ / ₄	167 ³ / ₄	167 ³ / ₄	+ ³ / ₄
CBS B	25 ³ / ₄	25 ³ / ₄	25 ³ / ₄	—
Crosley Radio	18	17 ¹ / ₂	17 ¹ / ₂	— ⁵ / ₈
Gen. Electric	51 ¹ / ₄	50 ¹ / ₄	51 ¹ / ₄	+ 1
North American	24	23 ³ / ₈	23 ³ / ₈	— ¹ / ₈
N. American pfd.	53 ¹ / ₄	53 ¹ / ₄	53 ¹ / ₄	— ¹ / ₄
RCA Common	11 ³ / ₈	11 ¹ / ₈	11 ¹ / ₈	+ ³ / ₄
RCA First Pfd.	72	72	72	+ 1
Stewart Warner	17 ¹ / ₄	17	17 ¹ / ₄	+ ³ / ₈
Zenith Radio	42 ⁵ / ₈	42 ³ / ₈	42 ³ / ₈	+ ¹ / ₄

NEW YORK CURB EXCHANGE

Hazeltine Corp.	15 ⁷ / ₈	15 ⁷ / ₈	15 ⁷ / ₈	+ ¹ / ₈
Majestic	2 ⁵ / ₈	2 ⁵ / ₈	2 ⁵ / ₈	+ ¹ / ₄

OVER THE COUNTER

	Bid	Asked
Stromberg Carlson	12 ¹ / ₂	14

WPG Battles AFM Local

Atlantic City—WPG and the musicians union are still battling it out, the latter demanding that WPG employ a sustaining orchestra of at least five pieces, or suffer the loss of union orchestras playing for sponsors via remote control. Station is operated by the city.

Mayor White stated, "While I sympathize with the desire of the union to keep its men working, it is impossible for WPG to employ sustaining orchestras day and night."



Radio Newsfeatures

Available to only one radio station in each city

Details on Request

Represented exclusively by

Stephen Slesinger, Inc.
250 Park Avenue New York

★ THE WEEK IN RADIO ★

... McNinch to Clean House

(Continued from Page 1)

paign commercial broadcasts....NBC gross revenue for August, for the first time since 1933, showed a gain over the previous month. Total figures showed an increase of 15 per cent over August 1936, and a gain of 2.9 per cent over July of this year....

After sponsoring nation-wide broadcasts of the World Series for the past three years running, Ford Motor Co. last Monday dropped its option for the forthcoming battle....leaving the series open virtually at the last minute. It is believed that the N. W. Ayer & Son, Inc. still controls the option through a "gentlemen's agreement" with Judge Landis....

Louis-Farr fight caused a flurry of excitement as to who would carry exclusive accounts with Transradio and NBC engaging in a court battle....Supreme Court Justice Ferdinand Pecora on Monday issued an order restraining Transradio Press Service and Radio News, Inc., from broadcasting a ringside, or blow-by-blow, description of the fracas....Order had been sought by NBC which averred its client, Buick Motor Co., had bought and paid for a "property right." The Pecora decision is expected to establish a precedent here on future broadcasts of sporting events sold to a sponsor....Actual description of fight was put on the combined Red and Blue NBC networks as per contract on Monday evening....

Major Bowes and his Amateur

Hour received another year of life from Chrysler Motor Corp. last Thursday when sponsor signed new contract to go into effect Sept. 16.... Although earlier predictions from experts called for the death of the series after its current contract had terminated, popularity surveys which have just been completed once again place the Major in number 1 spot for the hour shows....Program set to continue in present niche on CBS Thursday nights....

Independent Radio Networks Affiliates demand that networks, CBS and NBC, do their share in accordance with attempts by broadcasters to meet AFM demands. The four-hour consideration existing between NBC and affiliates, and the four to five hour station time given CBS on the sustaining feed, is the bone of contention for most of the broadcasters insofar as the webs are concerned....IRNA committees are now in session in Louisville, and latest reports state that progress is being made. Those in attendance include: Bill Hedges, WLW; L. B. Wilson, WCKY; Mark Ethridge and Barry Bingham, WHAS; W. L. Poulson and Ed Craig, WSM and George Norton, WAVE....John Blair & Co. announce opening of new coast office Sept. 1....WCCO announces construction plans for new \$100,000 studios and offices....ARNEW announce prime objective of convention to be held Sept. 10-12, will be to establish standards in radio newscasting....

Foxx Signs with VCA On Exclusive Basis

Chicago—Jimmy Foxx of the Boston Red Sox and home run king in the league, has signed a long term exclusive management contract with Van Cronkhite Associates. Other sports figures now in the VCA fold are Battling Nelson, Johnny Evers, Sam Francis, Jane Fautz and Jack Riley. Foxx contract gives VCA exclusive radio, newspaper, personal appearance and endorsement rights.

VCA is reported setting up a special division to handle its increased and diverse sports enterprises. Other divisions include Radio Productions, Radio News Service, and Foreign Language Station representatives.

KCKN Adds to Staff

Kansas City, Mo.—Ellis Atterbury, general manager of KCKN has announced the addition to the station's staff of Owen Balch, formerly of KFJH, Wichita, Kansas, and Paul Brentson of Cincinnati. Brentson goes on the air as an announcer, while Balch is to head a new department which Atterbury is creating for the purpose of providing clients with specialized aid in the building and promoting of commercial programs.

The "Rehearsal Club" Disked By East Coast

The "Rehearsal Club," a half hour comedy-variety show, is being recorded for audition purposes at the studios of East Coast Radio Features, Ltd.

Directed by Harry Miller and supervised by Hugh C. Ernst, it will feature Guy Robertson, Billy Jones and Ernie Hare, Mitchell Ayres and his Hollywood Restaurant orchestra, Norman Price and his "Lucky Stars" Choir, Audrey (Stonewall Jackson) Christie of "Sailor Beware" fame and now in "The Women."

The show was scripted by Milt Francis and Harry S. Miller.

Fireman's Holiday

Cleveland — Graham McNamee, leading NBC announcer, flew to the National Air Races here over the weekend as a spectator and "unofficial" announcer for WTAM and NBC-Rad network programs.

Although not assigned to the air race by his New York office, McNamee assisted his friend Tom Manning in several broadcasts as guest announcer. Also with Manning at the races were two other WTAM announcers, Jane Weaver and Bob Arthur.

COMING and GOING

ROY C. WITMER, NBC vice-president charge of sales, returns to his desk tomorrow after a New England vacation.

ARTHUR B. CHURCH, of KMBC, Kansas City, expected in town tomorrow.

CHARLES E. GREEN returns tomorrow from a mid-west business tour.

LOU HOLTZ left New York Saturday for Hollywood to make pictures.

JACK BENNY and MARY LIVINGSTONE left yesterday for Chicago, where they will spend a few days, and thence to Hollywood.

EDWIN L. WHITE, chief engineer of the FCC, and MRS. WHITE left Saturday on the S.S. Pennsylvania for the International Aviation Conference at Lima, Peru.

TOM FOLEY, publicity department of N. W. Ayer & Son, Inc., New York, leaves for Atlanta today on business.

BOB KERR left for the South last Saturday to set dates for Mal Hallett. Will be gone a week.

LOUIS D. FROLICK and HERMAN FINKLESTEIN, of ASCAP general counsel, leave today to attend hearing in Lincoln, Neb., on anti-ASCAP legislation, Sept. 11.

W. E. SCRIPPS, publisher of the Detroit News and owner of WWJ; W. H. GRINITCH, general manager of Philco; NOEL COWARD, BEATRICE LILLIE and GERTRUDE LAWRENCE arrived in town yesterday aboard the Queen Mary.

Great Lakes Exposition Has Ethered 599 Shows

(Continued from Page 1)

shows have featured Myron Roman's Radioland Orchestra and guest stars.

Local stations have carried 311 Exposition broadcasts. WJAY leads with 200 broadcasts; WGAR with 57 air shows, WTAM with 27, and WHK with 27.

With the Exposition's closing date extended to Sept. 26, Radioland officials expect to increase their number of broadcasts. All Radioland broadcasts emanate from an outdoor amphitheater, seating 4,000 persons.

Sears Roebuck to Test Serial

Chicago—Sears Roebuck will use "Grandma Travels," a 15 minute five a week serial, on stations in Minneapolis, Fargo and Duluth for a 13 week test period calling attention to its catalogue. Transcriptions will be made in RCA studios here. Blackett-Sample-Hummert is the agency.

WBIG Aids Community Chests

Greensboro, N. C.—The 14 agencies of the Community Chest in this locality will present 14 dramatized skits over WBIG, depicting the duties and activities of the agencies supported by the Community Chest. The programs will start on October 1st.

Major Edney Ridge, of WBIG, is associate director of publicity for the Greensboro Community Chest, and will produce these skits.

The Script Library

A DIVISION OF RADIO EVENTS, INC.

535 Fifth Avenue,
New York, N.Y.

A Radio Script for Every
Sustaining and Commercial Need

CHI. SCRIPT FACTORY LEADS THE COUNTRY

(Continued from Page 1)

who listen in the daytime hours can keep all the plots and characters straight. But at any rate they are clamoring for more—at least sponsors believe they are.

The uncertain situation, so far as musicians is concerned, probably gives additional emphasis to the dramatic shows.

NBC's list looks like this:

Aunt Jemima of the Air for Quaker Oats; Story of Mary Marlin for P. & G. Ivory; Oxydol's Ma Perkins; Feather for Luck (sust); Today's Children for Pillsbury's; Young Hickory, sustaining on Blue; locally for P. & G. Drene; Backstage Wife for Sterling Products; Vic and Sade for P. & G. Crisco and Ivory Flakes; Don Winslow of the Navy, (sust); The Guiding Light for P. & G. Naphtha; Girl Alone for Kellogg's; Dan Harding's Wife for National Biscuit; and sust. on Red; Uncle Ezra for Miles Laboratories; While the City Sleeps for Bowey's, Inc.

Yet to start this fall on NBC are: Junior Nurses Corps for Swift's Sunbrite; Little Orphan Annie for Wander Co.; Jack Armstrong, All American Boy for General Mills; Kitty Keene, Inc. for P. & G., and Road to Life, a new one by Irna Phillips, P. & G. for Chipso.

WGN and Mutual have: Painted Dreams for Cal Aspirin; Bachelor's Children for Old Dutch Cleanser; Rube Appleberry for Campbell Cereal; We Are Four for Libby, McNeill, Libby; The Couple Next Door for P. & G. (Now moved to New York for several months to come); Wife vs. Secretary for Bayer Aspirin; Lucky Girl for Minit Rub, Adventures Abroad for Goldenrod Ice Cream and Dangerous Romance soon to start for Evans Fur Company.

The WBBM-CBS list includes: The Romance of Helen Trent for Edna Wallace Hopper; Betty and Bob and Arnold Grimm's Daughter for General Mills; Houseboat Hannah for P. & G.; Linda's First Love for Kroger's, and Manhattan Mother (sust). Jenny Peabody starts Oct. 11 for F & F Laboratories.

WLS has Virginia Lee & Sunbeam in addition to outletting several NBC offerings. Other shows produced and recorded here include the new Lem and Martha series for Oshkosh Overalls, Hope Alden's Romance for Tasty Bread; Judy and Jane for Folger Coffee; Pioneer Stories for Allis Chalmers.

This list, of course, does not include a flock of script shows originating elsewhere, though outletting here.

NEW PROGRAMS—IDEAS

KLX Dramatics

Sugar-coated dramas written and staged by all-professional casts and backed by elaborate sound effects, will be launched on Sept. 15, by station KLX, Oakland (Cal.) Tribune outlet. Six separate programs will be offered, titled "The Alameda City School of the Air." It will be sponsored by the board of education of the city of Alameda and directed by Dr. William G. Paden, superintendent of schools, and Erle Kenney. Presented in co-operation with the California State Department of Education and operating under an advisory board headed by Dr. Cyrus Mead, head of the college of education of the University of California, the classroom dramatizations will go initially to more than six hundred northern California schools. Included will be dramatizations of California and United States history, a natural science course, re-creations of scenes from famous novels, a course in California commercial geography, and a nature study fairy tale suitable for kindergarten age youngsters.

Unlike eastern university offerings for schools, which use voice only, the Alameda features will use musical backgrounds and professional drama casts. Vic Connors heads the scripting and producing staff.

Popular Music History

The "Cavalcade of American Dance Music" is another of the new programs presented over KFRO, each Sunday afternoon. These broadcasts present the top hit tunes of years gone by, giving a brief story of their rise to fame, and present them in a continuous series, including five years each Sunday. Tunes are as far back as the hits of the gay nineties will be featured, up to and including the hits of the present day.

WBT Welcomes Newcomers

WBT, Charlotte, inaugurated a new program titled "Welcome, Stranger" presided over by Mayor Ben E. Douglas.

Program has for talent the new-

Husing on De Soto Disks

Ted Husing has been signed by the De Soto Motor Car Co., to make a series of 13 transcribed programs. Disks will be cut by World Broadcasting System during the month of September. Jimmy Appell of Columbia Artists, Inc., handled the deal.

Peterson to Van Cronkhite

Chicago — John Van Cronkhite, president of Van Cronkhite Associates, has announced the appointment of Marvin H. (Pete) Peterson as vice-president in charge of sales. Peterson now with Hearst Radio Sales, will join Van Cronkhite in Chicago immediately. Van Cronkhite recently announced the appointment of Ray Launder as sales director. Prior to going to New York Peterson was associated with Blackett-Sample-Hummert agency and NBC sales force here.

comers to Charlotte for the preceding week. Strangers gather in the main WBT studio and are greeted over the air by the Mayor, who stresses the friendly atmosphere of the city.

New show is designed to acquaint newcomers to the city with their civic officials, and thereby get to know the men and women who administer the city's business.

Will be heard every Monday night.

Travelogue for Women

Visiting many parts of Europe since the middle of July, Nina Napier has been gathering material for a new series of programs to be broadcast from WSAN, Allentown, Pa., about October 1, under the sponsorship of a local department store.

Letters from Miss Napier to Charles Petrie, continuity director of the station, will furnish the theme of the series to be called "Letters from Nina." These letters will report her experiences while visiting various nations, including the style centers of Europe.

Music will also be gathered, which will be used as one of the program's features.

Show will take the form of a travelogue, with dialogue written that will lead to musical selections and commercial credits. Since the program is definitely for women, a morning time will be chosen for the broadcast.

Freshman Warnings

"What Every Freshman Should Know"—how to greet the superior sophomore, how to dress for campus life, and sundry other items of importance—are being discussed by two college sophomores over WBAL on Fridays. The program is designed to help the many young men and women who will start their college careers in the next few weeks. The sophomores who will do the "telling" on this program come from Boston University and Harvard University. Both a male and female point of view will be given.

John Lair to WLW

Chicago—John Lair who has been connected with WLS for many years, currently as music librarian, is leaving to do free lance work at WLW. He will produce a daily morning show at 7:45 and do a Saturday night of the Barn Dance type. Going with him will be Red Foley and the Girls of the Golden West.

Claire Opens Juvenile Series

Chicago — Malcolm Claire (Spare Ribs to hordes of children) is opening a new juvenile series over NBC at 7:15 a.m. Tuesday, Sept. 7 describing origin, manufacture and distribution of various articles with which children come in contact in their daily lives. Initial broadcasts will be concerned with bread, cloth, automobiles and furniture.

WCFL'S NEW POLICY HAS DRASTIC CHANGES

(Continued from Page 1)

programs. View is that these definitely limit the station audience and discourage listening by the public as a whole. Such accounts as rupture belts, and many patent medicine accounts are being dropped, too.

A concerted drive is being made for worthwhile talent. Station has launched a full hour program from 1 to 2 p.m. with Norman Ross as master of ceremonies presenting recorded melodies. Show, tentatively titled, "Fun with Ross", will sell on a participating basis in blocks of 15 minutes.

Another popular new feature is Don Norman's street interview program titled "For Women Only". Station also has a 10 to midnight show of recordings, time, temperature and other public service items under the title of "Sky Ride" for Levinson Radio stores.

New accounts include: Persang, electrical recordings through McKesson and Roberts; Histeon, announcements through Ruthrauff & Ryan; Midwest Radio stores through Key advertising agency.

Only exceptions to the rule cancelling church broadcasts is one with Father Justin's Rosary hour which has 26 weeks to run, and the All Nations Pentecostal church (colored) carried on a sustaining basis as entertainment.

Mel Wolens is the new commercial manager and Holland Engle of Erwin Wasey agency, program director. Maynard Marquardt is general manager.

The station carries many of NBC's best sustainers, including the recent Toscanini Salzburg broadcasts.

Test Permit for Toledo

Toledo — The Community Broadcasting Co. has received permission from the FCC to operate a 100 watt test transmission between the hours of midnight and local sunset. WTOL, owned and operated by the same company, will operate on 1200 kc. from 1-5:45 p.m. Latter will be allowed to broadcast on the provision that its power does not exceed 50 watts and no interference is caused stations maintaining regular schedules.

Davega Plans Campaign

Davega Radio Stores have announced plans for an extensive advertising campaign this fall in behalf of new Davega automatic tuning sets. Trade-in on new sets will be featured in ads. Campaign is due to run through the fall and early winter.



MORE

for your
RADIO DOLLAR

INTERSTATE BROADCASTING CO.
730 Fifth Ave., New York

School of RADIO TECHNIQUE



WESTERN ELECTRIC RECORDINGS
Programs recorded in our studios
Programs taken off the air
George Marshall Durante, Dir.
R.K.O. Bldg., Radio City, New York



HAL STYLES' KHJ sustainer, "Help Thy Neighbor," goes commercial next Sunday. Sponsor is Hass-Baruch Co., wholesale grocers, and will plug Iris coffee. Program has found jobs for more than 2000 people since its inception, January 2, and rated a sponsor. Erwin-Wasey agency set the deal.

Carl Hoff, who has been waving the stick on the Al Pearce program, picks up the baton on the new Buddy Rogers-Don Lee "Script Teasers" with the departure of Pearce from these parts.

Opening time for network commercials, KHJ is dropping Frederick Stark's "Ecstasy" and David Broekman's "Music of the Stars" from current schedule.

John Swallow is back at his NBC desk after vacationing somewhere in close proximity to a crop of poison ivy. Ditto for Tracy Moore—minus the rash.

Partial details of the set-up under which the expanded Don Lee chain will function is revealed in the formation of a subsidiary operating company in Washington which has its president Karl Haymond, Tacoma, and Louis Wasmer, Spokane, as secretary-treasurer. The stations effected are KMO, Tacoma; KHQ, Spokane; and KIT, Yakima.

John Blair & Co. has been appointed exclusive national representatives for KPMC, Bakersfield; KQW, San Jose; and KGDM, Stockton. The Blair organization has newly opened local offices in the Chamber of Commerce Building, with Carleton E. Coveny, former commercial manager of KJBS and the Northern California Broadcasting System and later with KFAC, Los Angeles, in charge.

Lieutenant Biber, whose "Experiences of a Million Men" returns to the air via KFWB shortly, has organized World Wide Radio Productions Corp., with offices in the Stock Exchange Bldg., 639 S. Spring St., and will soon offer no less a personage than Judge Ben Lindsey, famous juvenile court jurist, in a new program idea called "Career Builders." Show will start on KFWB some time this month and is designed to foster interest in the Americanization of youth.

Knox Manning, formerly on the Yankee network and currently handling the Hollywood Legion fights for KFWB, becomes a three-times-daily newscaster on KHJ, taking over the chore of Jimmy Vandiveer.

KECA has set a 15-minute live talent show, "A Musical Pilgrimage", for Standard Federal Loan and Savings Association on Sundays at 10:30 a.m. Contract runs for 13 weeks from September 26 and was placed through Darwin H. Clark agency.

Harry Bryant, KHJ technician, and Alyce Dahl, formerly of the script department at the same station, were married last Sunday.



A LETTER TO THE EDITOR

(Who's been vacationing—with the blue pencil!)

● ● ● First of all, we've been arriving at the desk early every a.m. because there was no need to take advantage of your absence! (Of course, the fact that Publisher Jack Alicoate returned from Europe on Monday—had nothing whatsoever to do with this change of routine!!!)...Then came the question of printing uncensored news such as "Why does Mark Warnow galavant about town with a beard—if not to attract attention toward himself" or "Mark's brother, Harry, didn't want to cash in on the 'Warnow' tag so he switched to 'Raymond Scott'—and if the time hasn't come for Mark to switch HIS"...We didn't print that, either!...We wanted to wait until you came back to report that "Guy Lombardo's type of music is becoming nauseating to the air public and that he'll finally have real competition when the Gruen show debuts opposite him next month."...We didn't have anything to say about Jack Robbins or Jack Bregman this past week. They must have been good boys—or else our imagination has been at fault...When Sid Gary shouted his mouth off along the lines of "I'm the greatest singer of songs around—and nothing ever happens to me" we didn't want to sneak it under your nose...After all, an insignificant line like that can wait until your return, eh?

● ● ● When we saw Mose Gumble the other day and he seemed so happy and healthy in his new position we wanted to print the fact—but figured that this, too, can await your scrutinizing eyes!...George Lottman's plea for a few more men on his staff went unpublished—figuring it might be an ad—and you'd disapprove...Why, boss, we've been so good—and the temptation so great—to print the height of EVERYTHING! It concerns a songplugger, Al Porgie who wears SMOKED glasses to nite club openings! Imagine a songplugger hiding behind cheaters! Maybe that's why he doesn't get many "plugs"...Some day we hope to do a piece on this business of the "EIGHTH Estate"...It's rather disheartening to a sofite like us when witnessing the Jolly Coburns at the Benny Meroff opening the other dawning unmolested by the music boys for a change—because he wasn't on the air TONITE!...True, boss, for a time we were defending the boys and offending the artists. But the time has come when we all must change our opinions—that's what makes horse-racing—what with the facts staring us right in the good eye, too!

● ● ● Of course, it's rather strange for a modest chap like ourselves to admit it, especially here—but, honestly, boss, our song with Lester Lee, "I'm Gonna Picket Your Heart" FINALLY got a major plug the other day!—but we missed listening because of our illness. Certainly you've heard about that!...Incidentally, did you know that (Baby) Rose Marie had to get a special permit from Mayor La Guardia to appear at the Roxy this week?.

● ● ● This would have been good news had we wanted to print it during your vacation: That Buddy Clark has settled down since the birth of his boy...Gosh, boss, we have a great suggestion for Benny Meroff but don't know how to word it. When you come back we'll tell you that Benny shouldn't have his sister sing "They All Laughed"—at least that DEFINITELY wasn't what Gershwin had in mind when he authored it...Here's something that would have had many people giggling out loud. Dancing the other a.m. with Bee Palmer, the greatest singer of torch songs (and hot, too!) she asked US (the greatest off-key singer in the world!) to croon to HER!...Now don't get us wrong, boss!...We wouldn't harm a fly while you vacationed—with the blue-pencil!



DUANE WANAMAKER, formerly advertising manager of Grunow radio, has moved to Terra Haute, Ind. where he is vice president of the Arbee agency.

Fibber McGee and Molly (Jim and Marion Jordan) marked their 19th wedding anniversary aboard a New York bound train Tuesday.

Sure Laboratories (Breath purifier) has been auditioning for a 15 minute show on Mutual. Several musical groups heard.

P. Lorillard (Old Gold) has taken an option on the Cubs and White Sox baseball games on WGN for 1938 to be broadcast by Bob Elson.

George Inledon has been appointed head of the new radio department of Ford, Browne & Mathews agency. He was formerly at Selviar Broadcasting System.

Clabber Girl baking powder has been auditioning a show at World Broadcasting System.

John L. Sullivan, ex-WGES program director, is new radio production manager at Malcolm. Saul Woolf has joined the agency as account executive.

Connie Osgood, free lance actress, reported planning to open an actors' clearing house here. Said to have been inspired by Hollywood's central casting agency.

Dave Rose is new leader of NBC Night club orchestra broadcasting on Thursday evenings with Morey Amsterdam as m.c. Betty Bennett and Johnnie Johnston as soloists.

Talk about being broad minded! The Chicago Cubs sponsored a play by play rebroadcast of the White Sox game the other night. It happened when the Cubs were rained out the other day at Philadelphia. So the Sox game of the day was re-created on the Cubs regular broadcast of "Today's Baseball Game" over WIND. The plugs, however, were for the Cubs home games.

Bill Stern is here to broadcast the All Star football game over NBC.

Harry Kerr, press chief of J. Walter Thompson in New York, meeting with radio editors here Labor Day before going on to California to help set up The Lux Radio Theater.

Ben Bernie and brother Herman to spend a day here before going on to the Coast.

Fred Waring is doing a better than \$15,000 a week business in the Gold Coast room of the Drake Hotel, said to be a record.

Ralph Atlas, president of WJJD and WIND, is laid up at home with a foot infection.

Hal R. Makelim, sales chief of WIND, is in New York on business.

Ned Reglein of WJJD reports from London that he has acquired a lot of new broadcasting ideas while in Europe.

NEW BUSINESS

WGY, Schenectady

Alka Seltzer—Miles Laboratories—Wade Adv. Agency, Chicago—15 min. E.T. "Stars of Hollywood." 6:15-6:30 Tuesdays and Thursdays and 4:45-5:00 Saturday. Begins Sept. 12th.

Baker Extract Co. Market Basket participation. Friday. Begins Oct. 1st. William Remington Co., Springfield, Mass.

Chevrolet Motor Co. 13 wk. renewal—15 min. et. 7:45-8:00 p.m. Wed. and Friday. Campbell-Ewald Co.

DeVoe and Reynolds. 5 min. E.T., 6:35-45 p.m. W. and Fri. Starts Sept. 8th. J. Stirling Getchell.

Grove Laboratories. Mfg. of Bromo Quinine and Nose Drops. Weather Report Service, 6:35-45. Starts Sept. 27th.

Gordon Pew Fisheries. 1 min. live announcements. 9:45-55 a.m. Mon. Wed. Fri. Starts Sept. 13th.

Home Savings Bank of Albany. Household Chat Participation. Wednesday. Start Sept. 8th. De Roubille Agency.

Thomas Leeming. Mfg. of Baume Benge. Weather Reports. 1-1:15 p.m. Start Sept. 27th. William Estey, N. Y.

Loville and Couch, Candy Mfg. 1 min. et. ann. Thursday and Fri. 6:05-6:15 p.m. Start Sept. 9th. Lavin and Co. of Boston.

Mantle Lamp Co. 15 min. et. Sun. 4:30-45 p.m. Start Sept. 26th. Presba, Fellers and Presba of Chicago.

Lamont Corliss and Co. Mfg. Nestles Eveready Cocoa. Household Chats Participation. M. W. Fri. starting Oct. 1st. Cecil Warwick and Legler, N. Y.

Pinex Cough Syrup. Weather Reports 7-7:30 a.m. Temperature Reports 1-1:15 p.m. Daily except Sunday begin Oct. 1st.

Sherwin Williams Paints. Household Chats Tues. and Thursday. Begins Sept. 9th. T. J. Maloney.

Saltesea Packing Co. (Soups). Temperature reports. 12-12:10 p.m. Start Sept. 6th. Livermore and Knight of Providence, R. I.

Williamson Candy Co. (Oh Henry). 1 min. on Mon. and Friday 6:35-45 p.m. Starts Sept. 8th. John H. Dunham, Chicago.

Good Luck Food Co. Household Chats Thursday. Starts Sept. 23rd for 13 weeks. Hughes Wolff and Co., Rochester.

WBAP, Fort Worth

Histeen Corp. for Histeen Tablets, one-minute transcriptions and 25-word spots, for 39 times, through Ruthrauff & Ryan, N. Y. C.

J. A. Folger Co., for Folger Coffee, Judy and Jane, quarter-hour transcriptions, for 260 times, through Blackett-Sample-Hummert, Chicago.

Carter Medicine Co. for Carter's Little Liver Pills, one-minute transcriptions, for 260 times, through Street & Finney, N. Y. C.

Walker's Austex Co., for Chili Prod-

ucts, 25-word spots, for 65 times, through Wilson Crook, Dallas.

Purina Mills, for Purina Products, Sing Neighbor, Sing, quarter-hour transcriptions, for 156 times, through Gardner Advertising, St. Louis.

Dr. Salsbury's Lab., for Salsbury Products, one and five-minute transcriptions, for 65 times, through N. A. Winter, Des Moines, Iowa.

WBBM, Chicago

Simmons Co., temperature reports. J. Walter Thompson Co.

Kosto Co., weather reports, Perris-Pau agency.

Philco Dealers of Chicago, Phyl Coe Radio Mystery. Max Enelow agency.

Baume Bengue, Chicago Hour announcements. William Esty Co.

Chrysler Dealers, Airflow Harmonies with Eddie House, organist. Through Schwimmer & Scott.

Also renewals on Carolyn Price and Jean Abbey for Woman's Home companion; and Chevrolet's Musical Moments.

WPTF, Raleigh

Capudine Chemical Co., 13 weeks, spot announcements, through Dillard & Jacobs Agency; Firestone Tire & Rubber Co., chain spots, indefinite, NBC, agency; Vick Chemical Co., 13 weeks, spot announcements, through Morse International, Inc.; Coleman Lamp & Stove Co., 78 announcements, through Potts-Turnbull Company; Durham Merchants Ass'n, 14 spot announcements, through Harvey-Masengale, Inc.

WSBT-WFAM, South Bend

Geo. Wyman & Co., 5 min-disks, thrice weekly; Benton's Shop, 15 min weekly transcriptions.

KCKN, Kansas City

Chevrolet Co., 15 min., Monday and Wednesday, Sept. 6 to Dec. 1. Through Campbell-Ewald Co., Inc.

WHB, Kansas City

W. T. Grant Stores, thrice weekly quarter hour disks, through N. W. Ayer & Son, 13 weeks.

WNEW, New York

Riverbank Canning Co., 5 minute daily participations, 13 weeks.

AL DONAHUE

Now Appearing

ROOSEVELT HOTEL,

New Orleans

Opens at the Rainbow Room Oct. 6th

For Fall and Winter Season

Fourth Return Engagement



GRACE BRADLEY, star of the 20th Century-Fox picture . . . "Wake Up and Live".



DICTOGRAPH

Silent! **RADIO**
with the ACOUSTICON
MYSTIC EAR

HERE, at last, is a radio that can offend no one—a radio with advantages never imagined a few years ago. By means of its Acousticon Mystic Ear it permits "private listening"—one can listen while others read, sleep, talk. Music heard this way has a soothing ethereal quality that relaxes nerves, induces deep, natural sleep. The deafened can hear with it, too—and it's a marvelous way to get the children to bed (just put the "Ear" under the pillow). Of course it also has the conventional loudspeaker; a flip of a switch and you can entertain a room full. On sale at all the better stores or inquire of



DICTOGRAPH

PRODUCTS CO., INC.

580 Fifth Avenue - - New York, N. Y.

AGENCIES

DON E. GILMAN, v.p. in charge of NBC Western division, has been appointed chairman of the radio department for the convention of the Pacific Advertising Clubs Association to be held in Los Angeles next June.

PARMALEE LYMAN has been appointed production manager for the Abbott Kimball Co., Inc. Appointment becomes effective immediately.

EASTERN WINE CORP. has appointed Albert Frank, Guenther Law, Inc., to handle its advertising effectively with a new fall and winter campaign. Expansion plans call for radio to be included in budget.

RADIO PUBLICITY staff of N. W. Ayer & Son, Inc., in New York will be absent this week. Joe Keeley is touring the West on business, and Tom Foley leaves for Atlanta today to do some advance work for the Al Pearce-Ford troupe which is scheduled to pay the city a visit shortly.

Mitchell's 5,000 Letters

Chicago—Everett Mitchell, who announces NBC's Farm and Home Hour, cut his cheerful "It's a beautiful day here in Chicago" out of his script for three consecutive days. He got 5,000 letters from listeners inquiring what had happened to Chicago's weather.

Leaves KOIN for Oil Job

Portland, Ore.—Johnny Carpenter will leave KOIN to join the promotion and advertising staff of the Associated Oil Company. He will do sports broadcasting and public address work in addition to other public relations activities.

Bangboard Battle

Chicago—NBC has announced plans for broadcasting the great battle of bangboards—the National corn-husking contest—in which reps of nine corn belt states will vie for ear jerking honors on a farm near Marshall, Mo., on Thursday, Nov. 4. Hal Totten will probably give the ear by ear report.

Don Marcotte to Warners

Chicago—Don Marcotte, chief of the NBC music library here, will become general professional manager of Warner Brothers reorganized standard department in New York, effective Sept. 15. Niles Trammell has made no announcement as to his successor here.

1	9	3	7
4	5	6	8
10	11	12	13
14	15	16	17
18	19	20	21
22	23	24	25
26	27	28	29
30			

Greetings from Radio Daily

September 7

E. K. Cohan

Dan Russel

RADIO PERSONALITIES

No. 66 in the Series of Who's Who in the Industry

It may be the example of his pioneer grandfather, who packed his family into a covered wagon and set out in quest of something new, that inspired the radio career of Burt Squire, General Manager of WINS and the New York Broadcasting System. Ever since the day he became the first baritone to be heard over NBC's then newly opened Chicago studios, his varied career has been a series of "firsts."

Squire announced the first electrical transcription ever made, the "Maytag" program. Later, he was responsible for the first "50-50" transcription account, with air time shared by manufacturer and dealer. This was the Seiberling Tires program, which was broadcast on 182 stations in the United States and Canada, necessitating the placing of transcription machines for the first time in a number of Canadian stations which did not have them.

Shortly after that, he became in turn sales manager of the Blue Network station, WGAR, in Cleveland, and of WHK the Columbia station in that city.

In August of 1935, Squire became associated with the Hearst organization as General Manager of WINS. It was here that he conceived and carried out the biggest "first" of his career: the building of the first successful New York State regional chain, the New York Broadcasting System, which was inaugurated on April 28, 1936. The success of the new network was demonstrated by the end of 1936 when it showed such promise that it was found necessary to increase the scope of its activities for 1937. As a result, the New York Broadcasting System has, in Fall commitments, better than twelve hours of commercial time sold, in quarter and half hour programs.

Burt Squire is not the only member of his family with an active interest in radio. Mrs. Squire is the former Astrid Jason who, a few years ago, was heard on practically every important network dramatic broadcast.

Squire, who is still under forty, has two hobbies; ping pong and Diane, his four-months old daughter and latest "first."



A Man of Many "Firsts"

NBC Engineers Study WTAM Transmitter Bids

Cleveland—Construction bids for the erection of a 470-foot vertical antenna at WTAM's transmitter in Brecksville, O., are being studied by NBC engineers following Federal Communication Commission approval of the project.

According to Vernon H. Pribble, station manager, plans are to place the new antenna into operation late in December when WTAM's new quarters in the first four floors of the Guarantee Title and Trust Co. building are completed. Cost of the new studios are estimated at \$350,000 with transmitter improvements and the antenna adding another \$35,000.

Name of the 22 story structure which will house WTAM is to be changed to the National Broadcasting Co. building. It will include two large and five small studios with the latest broadcasting equipment.

KMED Joins NBC

KMED, Medford, Ore., joined the NBC network last Sunday instead of Sept. 15 as originally announced. Affiliation date was advanced because of sales department request.

Earnshaw Disks on WGY

The Earnshaw Radio Productions, through Charles Michelson, has placed 130 episodes of the "Count of Monte Cristo" on WGY. Transcription series will be sponsored by the United Baking Company.

Mickey Mouse Piped For Lever Bros. Ears

Los Angeles—Ruthrauff and Ryan are piping Mickey Mouse and Meredith Willson's orchestra East for the edification of Lever Brothers execs. Possible hitch in the deal is that a "voice double" for Mickey is not readily available.

Walt Disney provides the disembodied voice of Mons. Mouse ordinarily, and has so functioned when Mickey accepted guest appearances on the air last season, but draws the line at a regular weekly schedule. Difficulty will be circumvented if deal jells, no doubt. Ken Englund prepared the sample script.

McQuiston Leaves Nat. Tele

Kansas City, Mo.—F. M. McQuiston, promotion manager for First National Television and the television school operated by that organization, has resigned to take a position with Brown and Bigelow, St. Paul. Before going with First National Television early this year, McQuiston was with the Skelly Oil Co., in the advertising department.

Joins FCC in Seattle

Portland, Ore.—Earl D. Scott of Seattle has joined the Portland office of the Federal Communications Commission as radio inspector. He succeeds Lee R. Dawson, who was transferred to Honolulu some time ago. Kenneth G. Clark is inspector in charge.

GUEST-ING

VICTOR C. KITCHEN, on Vivian Shirley's WNEW beauty program, 2:45 p.m., Sept. 7.

PROFESSOR KALTENMEYER, on National Barn Dance, Sept. 11, 9 p.m., over NBC-Blue network.

JIM TULLY on the Heinz Magazine of the Air, Sept. 8 (CBS, 11 a.m.).

GERTRUDE NIESEN with Ben Bernie on the American Can program Sept. 21 (NBC-Blue, 9 p.m.).

RAMON NOVARRO makes his final radio appearance in this country in three years when he appears on Professional Hour Sept. 10 (WMCA, 9 p.m.).

MOVITA and Mrs. WALLY REID, on Show Boat, over NBC-Red network, on Sept. 9 at 9 p.m.

MAY ROBSON, RAY MIDDLETON and CHARLES RUGGLES, on Kraft Music Hall, over the NBC-Red network, on Sept. 9 at 10 p.m.

BILL ROBINSON, on Benny Davis' "Stardust Revue," over WOR-Mutual, Sept. 12, 6-6:30 p.m.

GEORGE BURNS and GRACIE ALLEN on Packard Hour, Sept. 28, WEAF-NBC network, 9:30 p.m.

JOSE and AMPARO ITURBI, on Ford Hour, Sept. 19, over CBS net, 9 p.m.

GROUCHO and CHICO MARX, on "Hollywood Mardi Gras," over NBC-Red network, on Sept. 14, 9:30 p.m.

TIM RYAN and IRENE NOBLETTE, on Jello program, over NBC-Red network, on Sept. 12, at 7 p.m.

Mayoralty Campaigns Begin N. Y. Time Buy

The Democratic Party has bought a series of 5-minute spots on WMCA and Jeremiah Mahoney, candidate for Mayor of New York, will appear on each broadcast. Series is scheduled to run for 8 weeks, but time and dates have not as yet been settled.

Majority of the radio time for the election will not be purchased until after the primaries. At that time the Fusion and Republican parties both intend to go after as much available time as possible.

WAMS Migrates

WAMS, Springfield, Mass., celebrated its fifth anniversary by moving from the Hotel Stonehaven to the Hotel Charles. After broadcasting until 1 a.m. the station signed off at the Hotel Stonehaven and then continued its broadcast at 7 a.m. from the Hotel Charles. The intervening six hours kept a corps of electrical engineers hard at work effecting the transfer.

The new quarters are about twice as large as the old, with 13 offices, three studios and a large reception room. All the electrical equipment in the studio is new and of the latest type Western Electric apparatus. The process of being redecorated and plans for a formal dedication will not take shape until these are completed.

ORCHESTRAS - MUSIC

PAUL WHITEMAN will dedicate his program each week over the NBC red network to former proteges, starting Sept. 8. Bing Crosby will be honored first when the "King of Jazz" renders three tunes from the popular singer's latest picture, "Double or Nothing." Other dedications to follow will be for Johnny Mercer, Bob Lawrence and Jack Fulton.

Benny Goodman's Swing School program will originate in the studios of KMBC, Sept. 21, when Goodman's band plays for the Jubilesta, Kansas City's annual fall festival.

Mr. and Mrs. Jesse Crawford and their orchestra with Bob Murray as featured vocalist are playing at the Michigan State Fair, Ford Exposition, until Sept. 12. The Victor recordings recently made by the Crawford ork and Murray have just been released.

Jimmy Lunceford and his orchestra will open at Sebastian's Cotton Club in Los Angeles on October 4.

Satire has been musically treated by Tommy Dorsey and his swing band. Tommy made a number of unique arrangements in which he pokes fun at various orchestras and their musical styles. One such selection, recorded by the Dorsey crew, became a best seller over night, while radio performances of these travesties have netted Dorsey many requests for repeat presentations. The series will be complete only when some other band satirizes his own band.

Ted Wallace, who brought the original Big Apple dancers north from Columbia, S. C. inaugurates a new series on NBC with his Sing Band on Sept. 18. Will be heard every Saturday.

Mose Gumble announces that the Professional Music Men will hold their first meeting for the fall and

winter season Sept. 17 at the Astor Hotel.

Frank Dailey's orchestra has shifted its scene of musical operations from the Hotel Pennsylvania to the Surf Club at Virginia Beach. They continue, however, with their regular CBS broadcasts.

George Olsen opens the International Casino on Sept. 9 over Mutual and NBC wires.

Red Norvo, with Mildred Bailey open today at the Palomar, in Los Angeles.

Three of the most popular orchestras in the Pacific Northwest will appear on one full hour radio show on KOMO Sept. 10, to usher in the fall fashion parade for the Bon Marche, Seattle radio-minded department store and one of the Pacific Coast's largest radio accounts. There will be two NBC bands — Archie Loveland who plays at the Olympic Hotel, and Jules Radinsky of the Club Esquire. In addition, Jackie Souders music will be on the program.

Raymond Scott and his Quintet return to the Saturday Night Swing Club on Sept. 18 over the WABC-CBS network. Scott will be heard from Hollywood, where he and his swingsters are completing their assignment in the Eddie Cantor film, "Ali Baba Goes to Town."

Organization of professional Gypsy musicians in New York was furthered when a large representation of the musical nomads, sans the spirit of wanderlust, convened recently to discuss their problems and to formulate plans for the coming season. Group will be known as the Leaders of Continental-Gypsy-Dance Music in New York City. It has the full endorsement of Musicians Union Local 802.

Metzger's Piano Offer

Chicago—Ros Metzger, radio director of Ruthrauff & Ryan, has received an offer of several thousand dollars for his much-autographed piano through a legal firm seeking to acquire it for a wealthy child. Parents thought the noted names, all burned into the wood with an electric iron, would inspire the tot.

Among those who have signed are Jack Benny and Mary, George Burns and Gracie Allen, Frank Parker, John Boles, Mitzi Green, George Givot, Toby Wing, Bobbe Arnst and many others. Ros says that so many persons are stopping off to see the instrument since the Chicago Tribune ran a story about it that he can't get any work done.

Shero Trio to WTIC

Cleveland—The Shero Trio, WTAM instrumental act for more than a year, leave to join the staff of WTIC, Hartford, Conn., September 26.

Mutual Appoints Bijur

Mutual Broadcasting System has appointed George Bijur, Inc., as its advertising agency, effective Oct. 1. Bijur, formerly with CBS and with advertising agencies, recently hung out his own shingle.

**FRANK
DEGEZ**

▲▲▲▲▲
CUSTOM CLOTHES

▲▲▲▲▲
**46 WEST 48 ST.
NEW YORK**

●
BRyant 9-9746

It's a great feeling to be really well dressed at all times. Fine imported materials smartly tailored will give you that feeling. We know. We have been dressing some of the best known Radio, Stage and Screen artists for years. Suits priced \$65.00 up.

... Radio's own daily newspaper modestly presents a series of 200 unsolicited testimonials as to what Radioland thinks of RADIO DAILY.

W DAY

Fargo, North Dakota

"... The writer would like to add his congratulations to you on your publication. We, here at WDAY, feel that there is a place for it and sincerely hope that you will enjoy the success you deserve."

Dave Henley

SECRETARIAL SERVICE FOR RADIO ARTISTS

New York City

"... Through RADIO DAILY readers, so much interest has been evidenced in "My Private Secretary" that there is no doubt in my mind that RADIO DAILY will help put it on the Radio Map."

Adele M. Purcell

WTMJ

Milwaukee, Wisconsin

"... I read your publication with interest every day."

Donald B. Abert

... RADIO DAILY is seven months old. It is growing fast. It already has the confidence of a great progressive industry. Watch RADIO DAILY.

WOR-MUTUAL LEASES OLD ZIEGFELD ROOF

(Continued from Page 1)

trons, and it is the same house first used by NBC for an outside theater-studio for sponsors' guests. Complete redecoration and new engineering facilities are being installed under supervision of Jack R. Poppele, chief engineer.

Theater has a colorful background, having been the scene of the famed Ziegfeld Roof, where numerous stars were born, including Fannie Brice, Will Rogers, Eddie Cantor, W. C. Fields and many others. WOR-MBS used the theater in the past, on occasion.

Wally Duncan to WNEW

Wally Duncan, ace NBC salesman, reported as having signed with WNEW in official capacity with sales department. No NBC or WNEW officials were available over weekend to make official confirmation.

Campana's Vanity Fair Set

Chicago — Campana is just about set to push off on NBC Blue at 8:30 Monday Sept. 20 with its new variety hour which it has labelled Vanity Fair. Cal Tinney, rural comedian, will be headliner with scripting done by Frank Moss. Bob Trendler will direct orchestra. Milton Wilson, a new tenor, is to be used with a gal singer yet to be picked. Details being handled by Tom Wallace of Aubrey, Moore and Wallace.

Northern Trust's Six Years

Chicago—The Northern Trust Company rounded out six solid years of broadcasting this week. Bank has the Northerners concert on WGN a half hour Tuesday evenings presented before an audience of 600.

ONE MINUTE INTERVIEW

Joseph J. Weed

"Television wire relays, not unlike the radio relays in wide use in Great Britain, may solve the problem of bringing sight-and-sound programs to remote rural homes.

"The biggest problem of the moment, is to devise a system that would satisfactorily embrace the entire nation without discrimination against the rural and small town listeners who would be outside the look-and-listen range of the big city video stations.

"Hence there's the possibility that coaxial relays, perhaps under telephone company subsidy, will 'pipe' the sight-and-sound programs directly into homes. This would be dependent, of course, on bringing down the now prohibitive cost of coaxial wire manufacture."

★ Coast-to-Coast ★

BELIEVING that farmers in their territory can best be reached at an early hour in the morning, KFRO, operated by the "Voice of Longview," at Longview, Texas, has devoted the first half hour of its day of broadcasting, from 6-6:30 a.m. each morning to the "Farmer's Forum". This program brings the latest news from the United States Department of Agriculture, and other up-to-the-minute news of interest to the farmers.

Lee Kirby, WBT announcer, will leave for Philadelphia on Sept. 11, for a meeting with officials of the Atlantic Refining Co. and N. W. Ayer & Sons agency. Kirby is scheduled to handle the Atlantic-Duke U. series of football broadcasts which will be carried by WBT this fall.

WSPD, Toledo: Helen Marie Griffin, mail secretary at WSPD, is in Chicago on vacation....Gene and Glenn are scheduled to broadcast from Toledo Sept. 9, from 6-6:30 p.m., during their good will tour of neighboring cities for the Great Lakes exposition....Miss Marilyn Maynard, vocalist, will not come to WSPD after all, having signed a contract with Happy Felton.

Young Gregg, recently a recruit on KDYL's announcing staff, has taken over the "Sports Reel", a program of sports commentation, during the absence of Frank Austin, who is on a vacation. Gregg got his speling education via local auction rooms.

Temporary WRTD studios, complete in every detail necessary for broadcasting, will be erected in the Administration Building at the Virginia State Fair Grounds during the week of the Fair. At least three hours of broadcasting will be done from the fair each day.

Pittsburgh Varieties resumes its winter series on KDKA today, with a timely program entitled, "School Days". Public schools open today and suitable musical numbers will dovetail with an appropriate script for the broadcast.

Chic Martin and his transcribed Purina Singers have returned to the WFMD air for a whole year's stay. They appear thrice weekly at noon-time and are sponsored by Purina Mills of St. Louis.

Lee Douglas, emcee of WFAM's "Morning Bugle" makes his bow as a columnist Sept. 5 with the publication of a Sunday feature column called "Radiopinions".

WSBT will originate CBS "Church of the Air", Sept. 12. Catholic broadcast at that time will be in charge of the Rev. John F. O'Hara, C.S.C., President of the University of Notre

Dame. Music will be furnished by the Moreau Seminary Choir.

Larry Sherwood, new KCMO manager, and Jimmie Johnson of the sales dept., made a week-end business trip to St. Louis.

Broadcasting from its crystal studios on the N.Y.S. Fair grounds this week, WFBL will air over six programs daily from the Fair including many of its regular features in addition to special events at the Fair. All the activities will be covered. Through WSYR, NBC-Blue network, two broadcasts will be made from the Fair on Governor's Day, Sept. 9. These are Gov. Lehman's speech and the All-American trotting race. Clem McCarthy will come here to handle the latter event.

Louisiana's first southern governors' sloop race on Lake Ponchartrain was broadcast from the Southern Yacht Club yesterday by WDSU and WWL. Governors from six southern states were scheduled to participate.

A farewell party for A. E. Nelson, manager of KOA, was held in the studios with all members of the staff and their wives attending. Nelson goes to KDKA, Pittsburgh, as manager.

Statistics show that it will cost Major Bowes \$1,700 in telephone bills to broadcast "Albany Night" from here Sept. 9. He opens at the Old Grand Theater on Sept. 10.

The Albany Baseball Club presented Royden N. (Doc) Rand, WOKO-WABY sportscaster, with a set of clubs on Aug. 31 on "Radio Appreciation Night" before 8,000 fans. Manager Bill McCorry publicly stated that the club's signing with General Mills was one of the greatest "breaks in Albany baseball history."

WHB, Kansas City, is issuing a new rate card to go into effect Sept. 15. It is understood that the new price schedule will call for a general increase over all previous rate cards.

KDAL's hook-up with CBS on Sunday took on the aspect of civic celebration with the twin ports mayors participating as announcers in the local dedicatory program. The day's schedule began with special half hour airing, featuring an organist, several soloists and talks by Mayor Bryn Ostby of Superior and Mayor C. Rudolph Berghult of Duluth. Both spoke for respective cities in bidding welcome to the beginning of direct CBS service in the twin ports listening area.

James Nye, president of the Duluth Civic Symphony Association also spoke. At the conclusion of the program, Mayor Ostby took the station

CBS SETS MORE BIZ INCLUDING GEN. FOODS

(Continued from Page 1)

of Helen Trent" and "Our Gal Sunday" dramatic skits.

What product General Foods will promote in the Monday, Wednesday and Friday, 12-12:15 p.m., spot is not set as yet. Main office said that it might be anyone of three items. This is the eighth General Foods show to be set by the company. Four are now on the air with the rest scheduled to start next month.

Ford renewal is for 13 weeks, effective Oct. 5. Show is heard on 93 CBS stations, Tuesdays, 9-9:30 p.m. N. W. Ayer is the agency.

Pontiac's "News Through a Woman's Eye" is heard Mondays Wednesdays and Fridays, 2-2:15 p.m., with repeat at 5:30 p.m. on 59 stations. Renewal is for 52 weeks as of Oct. 11. MacManus, John & Adams, Detroit, has the account.

American Home Products on 31 stations will be renewed Sept. 27. Shows are heard Mondays through Fridays, 12:30-1 p.m. Blackett-Sample-Hummert has the account.

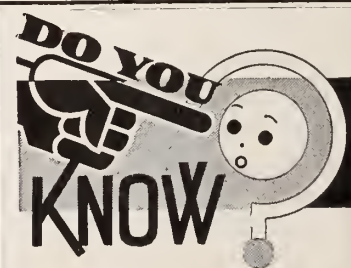
NBC Tests Tele Sketch

NBC-RCA television experimental test today will include a script called The Match Maker, featuring James Meehan and Noel Mills. Sketch is scheduled to be televised at 1:45 p.m., and will run for 15 minutes.

stand-by and Mayor Berghult of Duluth followed with "KDAL now joins the Columbia Broadcasting System." KDAL was officially welded to the network as Mayor Berghult pushed a control button to bring in the first CBS program heard from chain's twin ports outlet.

Affiliation was nationally publicized by CBS later in the day with a half hour program on a coast to coast hook up. Frankie Masters orchestra was featured and the civic material lauding the two cities presented ala Major Bowes style.

Kate Smith's secretary, Jane Tompkins, who is the wife of Burt McConnell, Arctic explorer, has just completed a new book for children. Titled, "The Polar Bear Twins," it will be released on Sept. 9.



The news bureau of WCAO, Baltimore, receives 80,000 words of news daily, aside from the sports ticker, and this must be condensed into about 7,500, which is all that can be aired each day.



RADIO DAILY

Serving the Better Interests of Commercial Radio and Television



VOL. 2, NO. 48

NEW YORK, N. Y., WEDNESDAY, SEPTEMBER 8, 1937

FIVE CENTS

Philco Adding Stations

MUSTEROLE SIGNS SPOT ON 31 MUTUAL STATIONS

Musterole has signed for the 1:15-1:30 p.m. spot on 31 Mutual stations and WHN for a Monday, Wednesday and Friday series to begin Oct. 4. Show will feature Carson Robinson and his Buckaroos.

Stations on the network are WOR, WGN, CKLW, WAAB, WFIL, WOL, KWK, KSO, KFEL, KHJ, WHB, WKBW, WRVA, WSPD, WCAE, KSTP, WHK, WMT, WSPR, WEAN, WICC and 10 Don Lee stations besides KHJ. WHN will carry the program on the same days but at a

(Continued on Page 3)

New Packard NBC Series Previewed on the Coast

West Coast Bureau, RADIO DAILY

Los Angeles—Young & Rubicam "previewed" the initialer of the new Packard series, "Hollywood Mardi Gras," at the NBC theater on Warner's KFWB lot Saturday night to

(Continued on Page 3)

Extensive Coast Series Planned by Petri Cigar

Petri Cigar Co. plans an extensive advertising campaign to begin immediately on the west coast. Spot announcements will be used nightly

(Continued on Page 3)

KELA to Open in Dec.

Chehalis, Wash.—KELA, newly authorized 500-watt station being built by Central Broadcasting Corp., of which A. C. St. John of this city is president, is expected to open early in December.

Announcer's Record

Philadelphia—Lynn Willis, KYW announcer, has figured it all out that he has conducted about 31,500 programs and never yet has the show run passed the closing second dead-line. Willis conducts an average of 15 programs a day, five days a week. This would be 4,500 a year and Willis has been broadcasting regularly for the past seven years.

New Prospects

West Cornwall, Conn.—Radio stations have a big new field for business, according to results obtained at the W. E. Kugeman farm. The 550 hens at the farm laid an average of 480 eggs a day while a radio was continuously operating in the henery. Then the radio broke, and egg production dropped to 380 a day. New radio was installed and the hens quickly regained their stride.

AMERICAN BANKS START OCT. 18 OVER NBC-BLUE

The American banks-Philadelphia orchestra series of full-hour programs on a nationwide NBC-Blue network will begin Oct. 18 at 9 p.m. Practically the same list of banks will underwrite the NBC series as did the CBS half-hour last season. Some of

(Continued on Page 3)

Jolson's New Show Opens Like a Movie "Premiere"

West Coast Bureau, RADIO DAILY

Los Angeles—Radio has gone Hollywood with a vengeance. Emulating the film industry, the Ruthrauff & Ryan agency inaugurated the new Al Jolson series at the CBS Radio

(Continued on Page 3)

Pilot on Inter-City

Pilot Radio, through Alvin Austin, on Monday will start a quarter-hour series of INS news reports, seven nights a week, over WMCA and the Inter-City web. Program with Garnett Marks as newscaster will be heard at 10:45-11 p.m. Series is signed for a year.

Wilson and Hagedorn Merge As Station Representatives

"Voice of Experience" As Mutual Sustaining

"Voice of Experience" will start a twice weekly series of sustaining shows on Mutual beginning next Monday, 12 noon to 12:15 p.m., and

(Continued on Page 3)

30 Outlets Already Added to Original List on Disk Series—Still More Stations to be Included

DE SOTO IS PREPARING EXTENSIVE STATION LIST

De Soto Motor Co. is preparing a large station list for a quarter-hour transcription series and also a spot announcement series with Ted Hus- ing. J. Stirling Getchell Inc., De- troit, is handling.

Cough Remedy Starting CBS Series on Oct. 18

Chicago—F. & F. Laboratories (F. & F. cough drops) will start its first radio advertising schedule on Oct. 18, over 43 CBS stations, Mon- days, Wednesdays and Fridays, 3:30-3:45 p.m. Understood program will be a dramatic series. Blackett-Sam- ple-Hummert, Inc., placed the account.

KOL on Mutual Web

Seattle—After many erroneous re- ports, KOL has finally agreed to serve as the Mutual-Seattle outlet for programs booked by the web.

WDGY Appointments

Minneapolis—Meridith B. Lowe, formerly of Chicago and Tulsa, has been named chief technician of WDGY.

John MacKnight is an addition to the announcing staff.

Jack Rawen has been appointed merchandising manager and will handle all national contacts.

Responding to dealer demand, Phil- co Radio & Television has added 30 more stations on its "Phyl" Coe Radio Mysteries disks, bringing the total now up to 230, with further ad- ditions in prospect.

A \$50,000 cash contest is being con- ducted in conjunction with the series, which is on behalf of Philco's radio tube division, and it was originally

(Continued on Page 3)

BROADCASTERS' GROUP RESUMES AFM HUDDLES

Committee for the Independent Radio Network Affiliates arrives in town today and goes into executive session late this afternoon or evening, preparatory to meeting with Joseph N. Weber, president of the AFM, some time tomorrow. This will start the ball rolling for the big pow-wows be- ginning Friday, when the IRNA membership will again convene and seek to present a solution to the broadcasters' dilemma anent the hir- ing of at least 2,000 additional musi- cians or face a strike threat. Com-

(Continued on Page 3)

Skelly Oil Co. Disks On 21 Midwest Stations

Kansas City—Skelly Oil on Oct. 11 will start "Court of Missing Heirs" on 21 mid-west CBS stations, 7-7:30 p.m. (EST). Program deals with the life stories of persons whose deaths

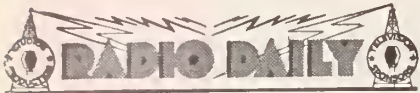
(Continued on Page 3)

Telepathy on Air

Chicago—Subject of Commander E. F. McDonald's mystery radio show, "Zenith Foundation", which started Sunday, is revealed as mental telepathy. Zenith plans to adapt tests of telepathic experi- ments for broadcasting purposes, with listeners collaborating as guinea pigs. After groundwork is set by first three programs, tele- pathy show will be announced.

Howard H. Wilson, formerly of Wilson-Robertson Inc., representing 21 stations, and Horace Hagedorn, with eight stations, have entered into a partnership arrangement as reps. Wilson, with offices in Chicago, will handle the Hagedorn group in that

(Continued on Page 3)



Vol. 2, No. 48 Wed., Sept. 8, 1937 Price 5 Cts.

JOHN W. ALICOATE : : : Publisher

DON CARLE GILLETTE : : : Editor

MARVIN KIRSCH : : : Business Manager

Published daily except Saturdays, Sundays and Holidays at 1501 Broadway, New York, N. Y., by Radio Daily Corp. J. W. Alicoate, President and Publisher; Donald M. Messer-eau, Treasurer and General Manager; Chester B. Bahn, Vice-President; Charles A. Alicoate, Secretary; M. H. Shapiro, Associate Editor. Terms (Post free) United States outside of Greater New York, one year, \$5; foreign, year, \$10. Subscriber should remit with order. Address all communications to RADIO DAILY, 1501 Broadway, New York, N. Y. Phone Wisconsin 7-6336, 7-6337, 7-6338. Cable address: Filmday, New York. Hollywood, Calif.—Ralph Wilk, 6425 Hollywood Blvd. Phone Granite 6607.

Entered as second class matter April 5, 1937, at the postoffice at New York, N. Y., under the act of March 3, 1879.

FINANCIAL

(Tuesday, Sept. 7)

NEW YORK STOCK EXCHANGE

	High	Low	C'ose	Net
Am. Tel. & Tel.	167 1/2	164	164	— 3 3/4
CBS A	26 1/2	25 1/8	25 1/8	— 1 1/2
CBS B	25 1/4	25	25	— 3/4
Cresley Radio	17 1/8	15	15	— 2 1/2
Gen. Electric	50	47 3/4	48	— 3 1/4
North American	23	21 1/4	21 3/4	— 2 1/8
RCA Common	11	9 5/8	9 7/8	— 1 3/4
RCA First 'fd.	71	66 3/4	66 3/4	— 4 3/8
Stewart Warner	17	15	15	— 2 1/4
Zenith Radio	41 1/2	37 1/4	37 1/2	— 4 7/8

NEW YORK CURB EXCHANGE

Hazeltine Corp.	15 1/2	15 3/8	15 3/8	— 1/2
Majestic	2 1/2	2 1/2	2 1/2	— 1/8
Nat. Union Radio	1 5/8	1 1/2	1 1/2	— 1/8

OVER THE COUNTER

	Bid	Asked
Stromberg Carlson	12 1/2	14

Major Bowes Resumes Sunday Show Sept. 12

Following a summer vacation, Major Edward Bowes next Sunday will resume officiating at the "Capitol Family" broadcasts over CBS at 11:30-12:30 noon Sundays.

Though he took a recess from this program for the past two months, Major Bowes continued to appear with his Chrysler "Amateur Hour" program, the leader of all radio shows in survey ratings.

C. K. Carmichael in New York

C. K. Carmichael, for the past two years associated with WBT, Charlotte, N. C., as publicity director and on special events, has left that station and is now in New York conferring on a new connection. Carmichael also handled the Charlotte United Press office, which has been closed.

CLYDE BARRIE

CBS

Thursday

6:15 P. M.

NETWORK SONG FAVORITES

Following is an accurate list of performances for the week ending Sept. 4, covering songs played from 5 p.m. to 1 a.m. on CBS and two NBC networks. Only compositions played 15 times or more are included. This listing is a regular Tuesday feature in RADIO DAILY.

Selection	Publisher	Times Played
My Cabin of Dreams (Irving Berlin Inc.)		36
So Rare (Robbins Music Corp.)		32
Have You Got Any Castles, Baby (Harms Inc.)		31
Whispers in the Dark (Famous Music Corp.)		31
I Know Now (Remick Music Corp.)		29
Yours and Mine (Robbins Music Corp.)		28
That Old Feeling (Leo Feist Inc.)		27
First Time I Saw You (Santly Bros.-Joy Inc.)		26
Stardust on the Moon (E. B. Marks Music Co.)		24
Remember Me (Witmark & Son)		23
Afraid to Dream (Miller Music Co.)		22
Moon Got in My Eyes (Select Music Co.)		19
Harbor Lights (Marlo Music Co.)		18
Stop, You're Breaking My Heart (Famous Music Corp.)		18
So Many Memories (Shapiro-Bernstein Inc.)		17
Where or When (Chappell & Co.)		17
Am I in Love (Witmark & Son)		16
I'm Feelin' Like a Million (Robbins Music Corp.)		16
Sailboat in the Moonlight (Crawford Music Corp.)		16
Smarty (Popular Melodies)		15
Can I Forget You (Chappell & Co.)		15
You're My Desire (Mills Music Inc.)		15

Atlantic Refining Signs New York-Penna. Games

Atlantic Refining has signed exclusive broadcasting rights to the New York-Pennsylvania League play-off games which begin today. Elmira, Wilkes-Barre and Hazleton have already qualified for the series. Williamsport and Binghamton, tied for fourth position, had a qualifying play-off last night.

Stations signed to broadcast play-by-play descriptions of the games are WESG, Elmira; WBRE, Wilkes-Barre; WAZL, Hazleton, and either WNEF, Binghamton, or WRAK, Williamsport, depending on the outcome of last night's game. If the contests go the limit, a total of 17 games will be broadcast. N. W. Ayer & Son, Philadelphia, has the account.

WBIG Adds Full-Time Reporter

Greensboro, N. C.—WBIG has added a full-time news reporter to its staff. This is the first station in North Carolina to employ a full-time reporter. Harry Kuykendall, WBIG's reporter, is a graduate of Davidson College and is in charge of all local news over WBIG.

In addition, WBIG has a correspondent in the State Capitol, as well as all the principal cities in its area. The local and state news augments full-time Transradio News.

Enoch Price, editor, Greensboro Patriot, is now Transradio correspondent in Greensboro, and editorial consultant of WBIG.

Kay Beckman Joins Blair

Chicago—Kay Beckman, formerly of WHO, KSO and KRNT, Des Moines, and WCFL, Chicago, has joined the Chicago office of John Blair & Co., radio station representatives.

Communications Ass'n Signs 2 More Stations

American Communications Association (formerly ARTA) yesterday announced the signing of two additional stations which have agreed to recognize that body as its sole bargaining agent. Newest additions to the organization are WOL, Washington, and KPMC, Bakersfield, Cal. Former includes entire technical and announcing staffs, while latter is composed entirely of the technical employees.

Wisconsin Network Sets Dedictory Programs

Green Bay—Formal dedication of the new Wisconsin Broadcasting System by its member stations, WHBY here, KFIZ in Fond du Lac and WIBU in Poynette, takes place Friday with special programs.

WHBY will air its dedication at 7:15-8 p.m., KFIZ at 8-8:30 and WIBU at 1-1:30 and 8:30-9:30.

McGrady's RCA Duties

In a radiogram from London yesterday, David Sarnoff, RCA president and chairman of the board of NBC, explained Edward F. McGrady's new duties as director of labor relations for RCA. Sarnoff said in part, "McGrady will carry out the company's labor policy which is that labor is entitled to representation of its own choosing uninfluenced by management."

Bill Watters Recovered

William Watters, radio writer connected with the Kass-Tohrner organization, will be back on the job tomorrow or Friday after a siege of the grip lasting more than two weeks.

COMING and GOING

JOHN VAN CRONKHITE, president of Van Cronkhite Associates Inc., Chicago, and head of the Association of Radio News Editors and Writers, arrived in New York yesterday via Washington and southern points.

MANN HOLINER, radio director of Lennen & Mitchell, arrives in Hollywood tomorrow to supervise the new Woodbury series, which stars Tyrone Power and is scheduled to start Oct. 3.

AL GOODMAN and wife returned yesterday from a cruise to Nova Scotia.

DALE CARNEGIE was also a passenger on the Berengaria, which went to Nova Scotia over the holiday.

JIMMIE WINCHESTER, sports announcer of WHN, returned yesterday via American Airlines from the Coast, where he visited his mother, who is seriously ill.

SYLVIA PRESS, WINS publicity department, leaves Sept. 18 on a cruise to South America.

ALLEN ZEE, WHN production man, returns today after a two-week vacation in Maine.

ABRAM REVINSKY, musical director of WHKC, Columbus, is in town.

K. B. JOHNSTON, WCOL, Columbus, is in New York.

HILDEGARDE, NBC songstress, arrives in New York on the Champlain Sept. 22.

MARK ETHRIDGE and W. L. COULSON of WHAS, BILL HEDGES of WLW, L. B. WILSON of WKCY, and ED CRAIG of WSM, are expected in town today.

JACK HENDERSON left for Atlantic City last night to handle the National Security Traders' entertainment at the Traymore Hotel.

ARTHUR CHURCH, president of KMBC, Kansas City, has returned home after spending 10 days in Hollywood.

DICK HEATH, commercial manager of KTAR, Phoenix, also returned home from a visit to the West Coast.

FRED ALLEN and his wife, PORTLAND HOFFA, arrived in Hollywood yesterday to appear in a 20th Century-Fox picture.

BEN BERNIE also arrived on the West Coast yesterday.

JACK BENNY arrived in Chicago and picked up his writers, BILL MORROW and ED BELOIN, and continues on to the Coast with them via motor.

CARLOS A. ZUBLIN of LRI, Buenos Aires, who is spending some time in this country, visited Chicago last week and inspected equipment there.

W. T. KEARNEY, vice-president of Sears Roebuck & Co., sails for Europe today aboard the Manhattan.

MACK GOLDMAN, professional manager for Harms Music, arrived in town yesterday from a business trip through the middle-west.

SARA JANE TOMPKINS, of Rockwell-O'Keefe, returned yesterday from Cleveland.

HARRY LEEDY flew to Minneapolis from Hollywood yesterday.

CY MANNES arrived in town yesterday.

JIMMY DORSEY arrived in town yesterday.

DICK INGRAM of the Rockwell-O'Keefe N. Y. office flew to Boston yesterday.

FCC Quiz Elliott Roosevelt

Washington Bureau, RADIO DAILY

Washington—Interrogation of Elliott Roosevelt, son of the President, yesterday by FCC examiner George H. Hill over his wife's plans to buy KFJZ, Fort Worth, from R. S. Bishop for \$57,500 revealed the fact that Ruth Roosevelt was to be the actual buyer. Hearst Radio, Inc., of which young Roosevelt is a vice-president is not involved. H. A. Hutchinson would manage KFJZ in the event Mrs. Roosevelt takes over the station. Assets of \$99,500 were listed by the prospective buyer who did not appear before FCC.

AL DONAHUE

Now Appearing
ROOSEVELT HOTEL,
New Orleans

Opens at the Fa Oct. 6th
For Fall and Winter Season
Fourth Return Engagement

WILSON AND HAGEDORN MERGE AS STATION REPS

(Continued from Page 1)

field, while Hagedorn will act for Wilson in New York.

Under the new affiliation, the name of Wilson-Robertson will be dropped and the firm will be known as the Howard H. Wilson Company.

Jolson's New Show Opens Like a Movie "Premiere"

(Continued from Page 1)

Playhouse last night with all of the electrical and sartorial display of a movie "premiere." Big studio sun-ars illuminated the sky as well as the strictly formal attire of the strictly invitational audience. Rolls-Royces rolled up in grandeur for the edification of thousands of the customary curbstome curious who sat for hours on soap boxes and cartons, some of which, by some unaccountable oversight of some account executive, were emblazoned with the merits of saponaceous products manufactured by competitors of the bill-footer-upper of the spectacle. The only thing really lacking was the out-front microphone presided over by an unctuous emcee.

Skelly Oil Co. Disks On 21 Midwest Stations

(Continued from Page 1)

left fortunes tied up in banks throughout the country and the search for the rightful heirs.

Disks of the show will be used on four other stations in addition to the network half-hour. Program airs at the same time as the CBS-Wrigley show but mid-western stations are not used until the late repeat. Blackett-Sample-Hummert, Chicago, has the Skelly account.

Musterole Signs Spot On 31 Mutual Stations

(Continued from Page 1)

different time—11:30-11:45 a.m. All programs will originate in the studios of WOR. Erwin, Wasey & Co. has the account.

Frisco AFRA Local

San Francisco—Work of organizing a local branch of American Federation of Radio Artists is under way following a meeting over the week-end attended by a delegation including Norman Field, second v.p., and others. Field flew in from Los Angeles. Pre-organization work in northern Calif. has been carried on by Vic Cummings, local writer.

RALPH KIRBERY "The Dream Singer"

MANAGEMENT
WILLIAM MORRIS AGENCY
BILL MURRAY

NEW PROGRAMS—IDEAS

KDAL's "Alibi Airings"

Somewhat a case of "the mountain's coming to Mahomet" is the new series of traffic programs now being aired by KDAL, Duluth. The majority of traffic violations in that city are disposed of right in the police traffic bureau, only the major offenses ever reaching court. Violators appear at the traffic bureau at their leisure. It was impossible for KDAL to go to the traffic bureau, so the bureau came to KDAL.

The result: "Alibi Airings," a program which recreates actual happenings from the traffic bureau as a weekly quarter-hour sustainer. Sgt. Roy Erlandson, assistant head of the traffic bureau, together with a cast of eight to twelve men and women, stage "Alibi Airings." The entire routine of being tagged for traffic offenses, and how such offenders are dealt with, is treated in KDAL's new program.

"Alibi Airings" is aptly titled, because a typical day in the traffic bureau is just a constant parade of alibis as violators appear in answer

to their traffic summonses. Stint affords opportunity to put across traffic rules and safety message in entertaining way. Program started just in time with second annual campaign to "Make September the Safest Month" in Minnesota.

"Blue Hangover"

A 9-9:30 a.m. program planned entirely with "blues" music, both sentimental and swing, intended as a "burnt offering" to the many over-ambitious souls who celebrated too strenuously over the week-end, was started Monday by WDSU, Durham, N. C. "Moon With a Hangover" is the theme song. Headache powder and table announcements are read during the participating program.

"Origin of Superstitions"

How various superstitions started—including the number 13, black cats, walking under ladders, etc.—is told in a new series titled "Origin of Superstitions" being presented twice weekly over CKY, Winnipeg.

New Packard NBC Series Previewed on the Coast

(Continued from Page 1)

a strictly trade and newspaper audience of 450, which is "capacity."

Despite a warning by the agency that the performance was a "first rough rehearsal," it might have gone on the air "as is" without any discredit to anyone concerned, since such veterans as Lanny Ross, Charles Butterworth, Florence George, Don Wilson, Raymond Paige and his orchestra, and of course, Amos and Andy were all up there.

The "preview" idea, however, has its good points and seems to find favor. Cantor makes it a practice, and Jolson is reported going to try it out each Monday night preceding his Tuesday broadcast. The Young & Rubicam staff also in favor of this procedure for the Lanny Ross show includes Pat Weaver, supervisor of radio for the agency; Jack Von Nostrand, producer; Carroll O'Meara, assistant producer; Austin Pearson, continuity editor; and Frank Gill, Carl Herzinger, Bill Demling, Jess Oppenheimer and Jennison Parker, writers on the show.

CBS Controls Coast Bu.

Washington Bureau, RADIO DAILY

Washington—CBS, in filing its August report with the Securities and Exchange Commission yesterday, revealed it had acquired 27½ per cent of the capital stock of Columbia Management of California Inc., formerly Columbia Artists of California, for \$27,500. A CBS subsidiary acquired 22½ per cent of the same unit for \$22,500. This gives CBS 100 per cent control of the Calif. bureau, the other 45 per cent control being through Columbia Concerts Corp.

American Banks Start Oct. 18 Over NBC-Blue

(Continued from Page 1)

the more prominent banks cooperating are Chase National, New York; National Shawmut, Boston; First National, St. Louis; Anglo-California National, San Francisco; First National, Chicago; Pennsylvania Co., Philadelphia, and the Denver Clearing House Ass'n.

Eugene Ormandy will conduct the orchestra, with Alexander Smallens, Jose Iturbi and Fritz Reiner serving as guest conductors. Feodor Chaliapin will be the featured soloist for the premiere. Guest soloists will be booked weekly. W. M. Kiplinger, Washington news-letter writer, and Dr. Neil Carothers, economist and director of the College of Business Administration at Lehigh, will deliver short talks on current topics. Program will run for 26 weeks.

James E. Sauter, who was absent from the Ferde Grofe summer series, will again produce the program and Alfred R. Allen, manager of the Philadelphia orchestra, will act as musical consultant. Wessel Co., Chicago, is the agency handling the account.

Extensive Coast Series Planned by Petri Cigar

(Continued from Page 1)

over stations in California, Oregon and Washington and will be handled through the San Francisco office of Emil Brisacher & Staff. Campaign will feature separate advertisements on behalf of Natividad and Costa de Oro brand cigars.

30 STATIONS ARE ADDED IN PHILCO DISK SERIES

(Continued from Page 1)

intended to use only 100 outlets over the country. The contest began last week and will run 16 weeks, with a 15-minute mystery broadcast weekly.

Also coincident with the drive is "Philco Week," being observed by dealers Sept. 16-25.

Broadcasters' Group Resumes AFM Pow-wows

(Continued from Page 1)

mittee will also report its progress on the various fronts concerned.

Executive board meeting of the NAB will be held here tomorrow morning, the NAB apparently having decided not to hold a joint meeting with the IRNA, for the time being at least.

Finance committee of IRNA, headed by L. B. Wilson, has sent out its wires and letters, with the result that numerous small stations at least have come through with their assessment toward the \$12,000 sought for expenses. Some of the larger outlets have held off forwarding the cash, inasmuch as they state the quarter-hour rate tap is a high contribution to fight the other fellow's battles. This, of course, is only true where the large station already has musicians at work.

It is expected that the confab tomorrow between the IRNA committee and the AFM will go a long way toward showing which way the wind is blowing by way of an early adjustment.

"Voice of Experience" As Mutual Sustaining

(Continued from Page 1)

each Monday and Wednesday thereafter. "Voice" will also be heard over the WLW Line and other stations in a new series starting the same day under the sponsorship of Lydia Pinkham compound.

AGENCIES

WINIFRED M. BRENNON has been appointed assistant to the president of the W. L. Post Agency and will be in complete charge of merchandising and publicity activities.

MAX HACKER, for the past four years head of the media department of Pedlar & Ryan, died Monday of a heart attack while playing golf. He was 45 years old. Previous to joining Pedlar & Ryan, Hacker was with the Blackman Co. (now Compton) and N. W. Ayer. He is survived by his wife and three children.

First in local accounts
in Chicago

WGES

(In the heart of Chicago)

NEW BUSINESS

Signed by Stations

WBAP, Fort Worth

Lehn & Fink (Hind's honey and almond cream), "Helen's Home", through Wm. Esty, N. Y.; Rit Products, through Earle Indgin, Chicago; Dodge Bros. (trucks), through Ruthrauff & Ryan, N. Y.; Purity Bakeries, "Hope Alden's Romance", through Blackett-Sample-Hummert, Chicago; Penick & Ford (Brer Rabbit Syrup), through J. Walter Thompson, N. Y.; Dr. W. B. Caldwell Inc. (Syrup of Pepsin), through Cramer-Krasselt, Chicago; Barton Mfg. Co. (Dyan-shine), through Anfenger Agency, St. Louis; White King Soap, through Barnes Chase Co., L. A.

KCKN, Kansas City, Kas.

Mace-Jones Co. (Philco dealers and jewelers), "Radio Mysteries", 16 weeks.

Airing Historical Event

Philadelphia—Local stations have made plans for a mammoth and comprehensive schedule of special broadcasts covering the city-state sponsored patriotic ceremonies commemorating the 150th anniversary of the signing of the Constitution, week of Sept. 10, a week officially designed by Mayor S. Davis Wilson as Constitution Week.

Dolan With Wynn Stage Show

Robert Emmett Dolan, musical director of the Sealtest Sunday Night Party, yesterday was signed to handle all music for the new Ed Wynn stage musical, "Hooray for What", set to open on Broadway later this year with a number of radio stars headlining the cast.

Sportswoman on Major's Show

Clara Bell Walsh, noted society sportswoman, has been induced by CBS executives to make a radio appearance on Colonel Jack Major's program at 3 p.m. next Monday, when she will tell about horses and how to make a real Kentucky mint julep.

2 Announcers Join WCAU

Philadelphia — Calvin Jackson of WRAW, Reading, and George Hogan, formerly of CBS, have joined the announcing staff at WCAU.

WMBH Adds Announcer

Joplin, Mo.—Don Davis, announcer, of Nutley, N. J., has been added to the announcing staff at WMBH here.

1	9	3	7
SUN	MON	TUE	WED
4	5	6	7
10	11	12	13
17	18	19	20
24	25	26	27
31			

BIRTHDAYS

Greetings from Radio Daily

Sept. 8

Milton Watson
Niela Goodelle
Lynn Bernhak
Charles J. Stuart



● ● ● Present Sealtest show featuring James Melton, R. E. Dolan's band, gueststars, etc., fades from the air Oct. 10 and will be replaced with a 16-piece symphonic band under the baton of Alexander Smallens of the Philharmonic! McKee-Albright of Philly take over the account from J. Walter Thompson....Harry Conn has decided not to work for Eddie Cantor this season but will concentrate on his air musical comedy which may go under the sponsorship of Goodrich tires or a General Foods product....Loretta Lee has been signed by Columbia Pictures to appear in "Freshman Follies"Evelyn Oaks has been signed to a five-year contract by Mack Davis at CBS! She's their "white hope" now for pictures....Frank Parker leaves the Chesterfield show Sept. 27 with no future air plans—but a picture on the Coast....Though it is generally believed that Tommy Riggs has a show-to-show contract on the Vallee hour—he is tied up (but good!) by J. Walter Thompson....Jerry Kruger will get her network chance via CBS' "Swing Session"....Hope Hampton has ordered from Levy-Wander a platinum-diamond CHARM bracelet depicting the operas she's sung in, such as a little Chinese girl for "Madame Butterfly" etc. Good thing she never did a monologist's role!....Wonder if the AFM or ASCAP would raise up in protest if they were aware of the music firms that printed their stock at non-union plants!

● ● ● Down at the Nation's Capital a lot has been going on around the studios for the past two weeks....The outstanding feature, we think, was the efforts made by the local NBC and CBS stations to tie up two of WOL's men—Art Brown and Tony WakemanThe boys were offered triple their present salaries to make switches and join other staffs this winter....Art Brown's invitation was to do a "Musical Clock" such as he now does via WMAL.... Tony Wakeman's offer was to sign with WJSV to replace Arch McDonald, whose contract is said to be up Jan. 4....The boys listened to the propositions and talked the matter over with WOL's Bill Dolph and Madeline Ensign, program director—and decided to leave their hats and coats in the locker room of their present address!

● ● ● Highest price ever paid for Musik recordings goes to the Casa Loma crew for one week's work at \$30,000!....A show written by Mrs. David Freedman with James Barton, Ted Healy and Dave Schooler's ork is a new set-up for a fall show being offered to sponsors....Report is that Joe E. Brown may head a variety show for Ford this fall!....WNEW's Sid Schwartz and Harry Essex sold their play, "Prize Family", before the holiday....Lucille and Lanny have been signed to make 13 RCA-Victor recordings—selected from 50 acts!....Lester Lee obtained that NBC show for Zeke Manners which starts Sept. 14....Bee Palmer opens at the Yacht Club in Chi—before her "come-back" debut in N. Y....Jack Marshall of the Benny Meroff crew is the town's new sensation!....Abe Lyman will follow Casa Loma into the N. Yorker, we'll betcha!

● ● ● Crickets provide competition to singers!....KDYL, Salt Lake City, technicians were confronted with a new problem last Sunday evening....The "Community Sing" broadcast from the outdoor theater at Liberty Park was ready to go on the air, when Al Gunderson, checking the pick-up, noted a peculiar high-frequency singing in his phones....An immediate check disclosed that all equipment was in ship-shape....Frantically Gunderson called the Toll Test Board of the telephone company, but no trouble was located on the lines....Announcer Myron Fox stepped up to the mike to go on the air when a large cricket alighted on the mike!.... The high-frequency sing, it was discovered, emanated from the trees surrounding the open air theater—where crickets had started their fall series of concerts....Now a directional mike set-up is used and the problem solved.

GUEST-ING

DOROTHEA LAWRENCE, opera and concert artist, on John Gambling's program, today (WOR, 6:45 p.m.).

BERT WHEELER, on "Show Boat," postponed to Sept. 16, with WARREN HULL, MRS. WALLACE REID and MOVITA in for the current week (NBC-Red, 9 p.m.).

BILL ROBINSON on Eddie Davis program, Sept. 12 (Mutual, 6 p.m.). JOAN EDWARDS, on "Hammerstein Music Hall," Sept. 10 (CBS, 8 p.m.).

BEATRICE LILLIE, BURGESS MEREDITH, MARGARET PERRY, ANN BOOTH and RONALD GRAMHAM, on Rudy Vallee program, tomorrow (NBC-Red, 8 p.m.).

MAJOR GENERAL JAMES G. HARBORD, in welcoming message to American Legion, on "Magic Key of RCA," Sept. 12 (NBC-Blue, 2 p.m.).

WNLC to Celebrate

New London, Conn.—WNLC, owned by the Morey brothers, celebrates its first anniversary Sept. 13 with a special program at 6:15-7 p.m. Station has enjoyed a very successful year, according to the owners, and outlook for the new season is even brighter.

John C. Hinrichs, Jr., recently left the station.

WINS Exposing Loan Sharks

WINS "Ghost Reporter" will air the "inside" on the still flourishing loan shark racket tonight at 7 p.m. Anonymous reporter has dug up material from victims of the racket and will read their letters on the air. Program is heard Mondays, Wednesdays and Fridays at the same time.

Joins Anthem Adopters

Danville, Va.—WBTM has joined the list of stations now using "The Star Spangled Banner" for a sign-off. A flood of favorable comment has been received.

Radiology Congress on Air

Chicago—A score of world famous experts on X-ray and radium treatment will be heard over Chicago stations and the three chains during 5th international congress on Radiology opening Sept. 13 at Palmer House.

RADIO ARTISTS!

Contacts!

Appointments!

Correspondence!

Telephone Messages!

We handle these details for you. Call Miss Purcell at BRyant 9-2319.

MY PRIVATE SECRETARY

Secretarial Service for Radio Artists

48 West 48th St., N. Y. C. Suite 608



ORCHESTRAS - MUSIC

VARIOUS changes and additions to personnel at NBC have been put into effect by John Swallow, studio manager. Telephone traffic has increased to such an extent that all receptionists have been switched to the switchboard and are being replaced by page boys, with Russell Hudson, formerly head page, promoted to assistant to Karol Pearson, traffic manager. Bob Edwards being stepped into berth as head page and five new boys added.

Arthur Q. Bryan has been assigned the writing chore on Mutual's coast-to-coaster, "Louisiana Hayride", and Jim Bannon gets a similar assignment on the new Buddy Rogers' show, "Script Teasers".

Harvey Hardy, KNX baritone-announcer, set for the leading role in Screen Classics' film short, "Story of Hart Danks." Picture dramatizes the life of Danks, composer of "Silver Threads Among the Gold", and will be released by Columbia.

KFBK, Sacramento, is remoting a daily resume of farm news from the Allis-Chalmers Company's display at the California State Fair grounds, Sept. 3-12. Tony Koester, Farm Program Director for the station, handles the broadcast.

KGDM, Stockton, is completely modernizing with Western Electric equipment throughout. Manager A. H. Green also is applying to the FCC for upped power to better serve KGDM's trade area.

Mertens & Price, Inc., report the sale of their Wade Lane program, "Home Folks" to Altoona Brewing Co. for use on WFBG, Altoona, Pa., and "Martha Lane's Radio Kitchen" goes to the same station for the county distributor of Grunow electrical products.

Hixon-O'Donnell Co. contracted for 52 weeks of daily time signals on KNX for Day and Night Water Heater. Vernon Ginger Ale renewed for four weeks participation in "Housewife's Protective League" over the same station, and American Home Products takes a 9:30 to 10:00 a.m. spot over CBS Pacific Coast net.

Murray Grabhorn, recently ap-

EVERETT HOAGLAND and his ork have been held for a third week at Jantzen Beach, Portland, Ore., airing nightly over KOIN.

The Pinehurst Boys, led by Lou Anthonis, are a new noon attraction over WELI, New Haven.

George Hamilton is pinch-playing for Freddy Martin on his night off from the Aragon Ballroom, Chicago. The six-night week for musicians went into effect Labor Day.

King's Jesters replace Paul Sabin on NBC from La Salle Hotel, Chicago, while Louis Panico takes over for Don Fernando from Oriental Gardens.

Red Hodgson of "Music Goes 'Round" fame is playing with Roger Pryor's band at Edgewater Beach Hotel, Chicago.

Pat Dunn and his University of

pointed manager of KEHE, has begun his new duties. No changes in personnel imminent, Grabhorn stated. By something of a coincidence, John Austin Driscoll checked in as manager of KRKD on the same day.

Radioites who were nice to Gene Autry, cowboy film star, while he was comparatively unknown are now getting picture breaks because of Gene. Johnny Marvin, NBC cowboy artist who arranged Autry's first audition in New York several years ago but is now living in Hollywood, has been set in Gene's current musical western at Republic, "Springtime in the Rockies." Ditto Christine, Pauline and Jo Stafford, who were among the first people Autrey met when he invaded Hollywood three years ago.

May Robson's transcription series, "Lady of Millions", produced by Associated Cinema, starts on KNX for Bauer and Black on October 17, which is exactly one month after the grand old lady celebrates the 54th anniversary of her first appearance on a stage. "Lady of Millions" has been taken for Australia by Broadcasting Service Association, through its Hollywood representative, Dr. Ralph L. Power.

Earnshaw Radio Productions made a deal this week for its "Daily Hollywood Night Letter" for 25 stations in Latin America.

Connie Vance, who dishes up feature yarns for Radio Features Service clients, is doing nip-ups over the fact that she and friend husband, Mark Murray, KNX arranger, are going to have a three-day vacation together over the week-end holiday. Free time on respective jobs keeps them comparative strangers, Connie laments.

Robert Dillon's "Bureau of Missing Persons", inaugurated on KEHE last week, is reported to have "found" five of eight missing persons sought. Program is a Sunday night feature, 7:30 p.m.

Fred Daniell, representing the Sir Hugh Dennison estate, owners of

Kansas City ork have started their third year on WDAF, in a Sunday afternoon spot.

Carvel Craig ork winds up summer season at Bal Bijou, Lake Tahoe, with Labor Day weekend, and prepares for eastern engagement.

Jack Russell has opened with his 11-piece band at Waco, Lake Wawasee, Ind.

Roger Riddle of the vocal-guitar team of Marty and Roger, heard over KFOX, Long Beach, Cal., has written two songs which in Long Beach at least are becoming more popular than nationally broadcast show tunes. "Lovely Two Brown Eyes" and "I Didn't Even Stand A Chance" are the songs with poetic lyrics and sweet melodies. In addition to KFOX broadcasting, Marty and Roger play nightly at the Villa Riviera cocktail lounge in Long Beach.

radio stations, newspapers and film studios in Australia, planed out for Vancouver, B. C., after business conferences here.

Frank Purkett, Associated Cinema Studio v.p.-g.m., has been on the sick list for a few days. Larry Adams has been promoted to chief engineer at the studio, and Fred Bowen rejoins the technical staff.

Stuart Hamblen, cowboy singer heard daily on KEHE, is off the air for a few days undergoing facial surgery preparatory to a screen test.

Tommy Bond, Gus Edward's protege on "School Days of the Air" has been signed to a long term picture contract by Mervyn Le Roy.

Cal Kuhl, Kraft producer, back at his J. Walter Thompson desk following vacation.

Ted Hedinger joins the NBC production staff from NBC, Chicago; Maryalice Moynihan transferred from San Francisco to become secretary to Walter Baker, office-personnel manager; Esther Baxter added as secretary in Hal Bock's publicity department; Max Hutto made assistant to Fred Dick, mimeograph manager, and Margaret Kent also added to this department.

Seymour Peyser resigned as publicity chief at KHJ-Don Lee and has been succeeded by Jimmy Vandiveer, onetime newspaper man who has had his "Meet Some People" on this station for some time and done some intermittent newscasting. Jimmy will continue his program in addition to heading the press department.

Helen Hancock, assistant to KEHE program director Nafe Kaylor, is on vacation.

Virginia Verrill, featured songstress on the Show Boat hour, will not do the role planned for her in Samuel Goldwyn's forthcoming "Goldwyn Follies" and her contract with the picture company has been canceled by mutual consent.

Conrad Nagel has been set by Young and Rubicam for the emceeing of the new International Silver's "Silver Theater" program.



GAL TINNEY is here for rehearsals for the new Campana "Vanity Fair" show starting Sept. 20. He will also make a guest appearance on Campana's First Nighter next Friday evening.

Joe DuMond, creator of Josh Higgins of Finchville has gone to New York to make a batch of transcriptions.

Don McNeill, emcee of "Breakfast Club," dug down into his jeans and provided transportation home to Seattle for the U. S. Marine who came here just to see the "Breakfast Club" and then got sick and had to be hospitalized for several weeks.

Arch Oboler, who writes Irene Rich's scripts for Welch, here for a few days conferring with the H. W. Kastor agency.

Wendell Hall and family motored to Eagle River, Wis., for a fortnight's vacation.

Art Stringer's family has pulled up stakes and gone to Cincinnati to join him at WLW, where he is new head of promotion and press.

Bobby Brown, program director of WBBM-CBS, is home from a six-week's tour of Europe.

Hay fever K-O'd Bob Labour, WJJD announcer and commentator, despite the fact that he was reading the commercials for a hay fever remedy.

WAAF has a new program at 1:45 daily titled Lyric Serenade featuring tenor Roy Glahn.

WAAF has broken its traditional against hill-billy programs and now has one in this vein conducted by Ed Rees.

Texaco let its option on WCFL for football this fall lapse without exercising it. Station will carry the Northwestern U. home games and reports several hot commercial prospects.

M. M. Bling, chief of Chicago office of Standard Radio, has headed for Hollywood to confer with Jerry King.

Kirby Hawks, radio head of Blackett - Sample - Hummert, headed for Hollywood over the weekend to handle production on waxing of General Mills, "Love for a Day" starring Helen Gahagan. Only station announced so far for the series is WTMJ, Milwaukee. Jo Milward, who is authoring the series, is in Chicago conferring with General Mills authorities.

Al Hollender, publicist for WJJD and WIND, laid up for a day or so.

His 1,600th Show

With production of a half-hour version of the life of Paul Muni as an exploitation tie-up with Warner's film, "Zola", Dramatic Director Ronald Dawson of WOL, Washington, has completed his 1,600th show in nine years. Of this total, Dawson also either wrote or adapted 1,000 shows, and played the leads in at least 1,500 skits. Dawson went to WOL from the New York stage nine years ago and organized The Northern Dramatic Co., which hasn't missed a week of broadcasting in all that time.

"Wheaties Champions of Harmony"

KAY & BUDDY ARNOLD

Sponsored by General Mills

WMCA

2:30-5:30 Daily

★ Program Reviews and Comments ★

"HECKER'S INFORMATION BUREAU"

Hecker Products
(Hecker's H-O, Farina, etc.)
WOR-MBS, Mondays through
Fridays, 11-45 a.m. to 12 noon.
Erwin, Wasey & Co.

SHOW HAS THE FORMULA, BUT NEEDS PLENTY OF WORK ON THE PRODUCTION END.

Yesterday's airing of "Hecker's Information Bureau", the second of the new series, was just an ordinary quarter-hour. Jean Paul King, handling the news of the day of interest to women, led off the show and it was also the best part of the program. His editors might pay less attention to front page news and dig up some of the material from other sources.

Helen Rowland was in the second portion of the show and did not impress. Her radio voice is much too coarse to hand out advice on love via the airwaves.

There seemed to be some conflict on this particular show between Rowland and Myra Kingsley, the astrologist. One was giving advice by experience, the other by the stars. Anyway, Miss Kingsley's part ought to build as the series gets older.

Sponsor is offering a Kingsley horoscope for two box tops from any of the three products plugged on the program. But the sponsor forgets to tell the listeners whether the horoscopes will be read on the air or delivered by mail.

Chase & Sanborn Hour

There's been somewhat of a let-down lately in the Chase & Sanborn hour, heard Sunday nights at 8 over NBC-Red, and the last program made a low in the series. Edgar Bergen

Canadian Short-Waver

Ottawa—Canadian Broadcasting Corp. is considering erection of a powerful 50 kilowatt short-wave transmitter to enable Canada to participate in world broadcasting.

At present two 50 kilowatt long-wave stations are under construction, one near Montreal, the other near Toronto, to be followed by a similar transmitter for the Prairies and one for the Maritimes.

CBS Signs Evelyn Oaks

Evelyn Oaks, "Dixie Rhythm Girl", has been signed for exclusive management by Columbia Artists, Inc. Mack Davis handled the deal. Miss Oaks made her radio debut over WFAA and has been heard with a number of leading orchestras.

More Disks for Kirby

Ralph Kirby has been set by William Morris offices to make three more disks for the Chevrolet series with Victor Arden orchestra. Kirby recently recorded one program for Chevy at WBS.

"ZENITH FOUNDATION"

Zenith Radio Corp.
WJZ-NBC-Blue Network,
Sundays, 10-10:30 p.m.
E. H. Brown Agency

SCIENTIFIC-HUMAN INTEREST PROGRAM WITH MUSICAL BACKGROUND PROVES QUITE FASCINATING.

Launched with much secrecy regarding its contents, with the initial broadcasts said to be mere preliminary to the actual nature of the program (rumored as being telepathy), the first airing of Zenith's new show was very successful both as entertainment and as a creator of suspense over what is to come.

Conceived by Commander E. F. McDonald, head of Zenith, and announced as a scientific program of a different sort never before attempted, the initial show illustrated how many of the great achievements of science were scoffed at when first claimed by their discoverers or inventors. Among the marvels cited is radio itself and many other inventions now accepted as routine but which were believed impossible many years ago.

The part played by superstition and prejudice, as well as ignorance, in impeding the development of science is brought out. All of which helps to build up credence for the new scientific claims to be presented later.

Show is entertainingly dressed with musical background by Roy Shield's orchestra. It is well handled dramatically, the cast being directed by C. L. Menser.

and "Charlie McCarthy" continue as the top entertainers of the show, but W. C. Fields sounds played out and his gags are beginning to come from books that pre-date Joe Miller.

WIP Dramatic Club

Philadelphia—To provide opportunities for worthy talent seeking a radio break, and at the same time train material for programs, a Dramatic Association is being organized by James Allen, WIP program director. Accepted applicants will be trained.

Fort Worth-Columbus Remote

Fort Worth—WBAP, which has gone in extensively for remotes from points near here, is going far afield Sept. 25 when it handles the Texas Christian University-Ohio State football game from Columbus. Cy Leland, the 50,000-watt's chief sports announcer, will be at the mike. Last Sunday, Nelson Olmsted handled a motorcycle race remote from Waco.

CKY Changing Frequency

Winnipeg—CKY returns to its former frequency of 690 kilocycles on Sept. 15. This will necessitate frequency changes by a number of other stations.

"AUNT JEMIMA ON THE AIR"

Quaker Oats Co.
WJZ-NBC-Blue Network,
Tuesday through Friday,
9:45-10 a.m.
Lord & Thomas, Inc.

ONE OF THE BEST MORNING VARIETY PROGRAMS ON THE AIR; LOADED WITH TALENT AND ENTERTAINMENT.

Quaker Oats Co., which originated the "Aunt Jemima" character for its pancake flour, finally decides to use the character in question, after the courts decided recently that it was really their property. Thus the show has a name which definitely ties up the product; further, it makes good on being an excellent production, which is fast but even tempoed.

Heading the cast as Aunt Jemima, is Harriette Widmer, well known as a radio character actress portraying blackface roles; Roy Brower, new discovery, handles the male vocal solos; mixed chorus of eight voices directed by Noble Cain, while a negro instrumental group conducted by Sammy Williams furnishes the music. Also, Buck and Wheat, blackface comedy team, Forrest Lewis and Vance McCune, provide the humor and continuity in company with others of the cast. All this talent crowded into a quarter-hour spot makes for a first rate ayem proposition. Pancake-flour commercials are fairly short and well delivered by Charles Lyon, out of Chicago NBC studios.

But the main letdown in these programs usually is the playlet that is sandwiched into the proceedings. In last Sunday's skit, Ida Lupino, who is a capable actress, was wasted,

"CASTLES OF ROMANCE"

Harvey-Whipple, Inc.
(oil heaters) Springfield, Mass.
WJZ, Tuesdays, 6:35-6:45 p.m.
Willard G. Myers Agency

BRIEF BUT PLEASING MUSICAL VARIETY PROGRAM WITH STANDARD TALENT.

With its talent comprised of such standard radio entertainers as Alice Remsen, contralto; George Griffin, tenor, and Al and Lee Reiser, twin pianists, this 10-minute shot is a lively and tuneful affair, though it doesn't get away from the usual run of musical programs. Numbers offered were in a popular vein, with solos by Miss Remsen and Griffin, then a collaboration of the piano artists and the voices, all very pleasingly done.

"The Animal Kingdom"

John Barrymore and Beverly Roberts, playing the leads in "The Animal Kingdom" over NBC-Blue on Monday night at 9:30, provided some of the best entertainment of its kind heard on the air in months. With material much better suited than Shakespeare when it comes to pleasing a vast radio audience, Barrymore gave a deft performance, while Miss Roberts held her own very neatly in the chief feminine role.

Incidentally, Barrymore's curtain speeches are becoming to his radio presentations pretty much what George Bernard Shaw's prefaces are to his published plays; except that Barrymore is shorter and sweeter. At any rate, in drama, comedy or curtain speech, Barrymore has first-rate radio audience appeal.

along with Don Ameche, in a dull episode about a baroness.

Nelson Eddy's vocal selections also haven't been very happy ones lately.

Wesson Oil Renewing

Wesson Oil on Sept. 26 will renew its "Hawthorne House" series which is broadcast on 5 NBC-Red Pacific stations Sundays, 7-7:30 p.m. (PST). Contract is signed for 52 weeks through Fitzgerald Advertising, New Orleans.

Bosworth on Six Stations

Chicago — Rev. F. F. Bosworth, River Forest evangelist, has arranged for a "national radio revival" on six stations in Chicago, New York and Philadelphia. The Evangelist has reserved time here on WJJD, WCFL and WCBD. Mrs. Bosworth does the preaching on WCBD. Bosworth has given up his tabernacles to campaign exclusively by radio.

Eddie King Joining NBC

Portland, Ore.—Eddie King, following his return from a vacation trip to Ensenada, Mexico, announces he is leaving the KGW-KEX studios here for position with NBC in San Francisco.

Bob Hall Pinched in Mexico

San Francisco—Bob Hall, radio editor of the Call-Bulletin, is back home after a four-hour experience in a Mexican calaboose, where he was held incommunicado for essaying a candid camera snapshot of a Mexican patrolman snoozing in a chair. A wide-awake cop saw Bob. Milton Samuel of NBC and J. Clarence Meyers of KYA, Hall's companions, effected his release through aid of U. S. Consul Harry Bowman of Mexicali.

George Cheney Dead

George Cheney, 66, pioneer recording engineer died Sunday in his home in Freeport, L. I. Cheney had been associated with Victor Records for the past 25 years. Surviving are his wife, five daughters, a brother and a sister.

Newspaper Gives In

New Haven—First recognition of local radio by The Register came when publisher of the newspaper asked WELI to cover the cross-harbor swimming meet conducted under the paper's auspices.

F. C. C. ACTIVITIES

HEARINGS SCHEDULED

SEPT. 9: KOBH, Rapid City, S. D. Vol. assignment of license to Black Hills Broadcasting Co. 1370 kc., 100 watts, unlimited.

Frontier Broadcasting Co., Cheyenne, Wyo. CP for new station. 1420 kc., 100 watts, 250 watts LS., unlimited.

Journal Co., Milwaukee. CP for new station. 1570 kc., 1 KW., unlimited.

Mid-Atlantic Corp., Washington, D. C. CP for new station. 1570 kc., 1 KW., unlimited.

Trenton Times, Trenton. CP for new station. 1570 kc., 250 watts, unlimited.

Metropolis Co., Jacksonville, Fla. CP for new station. 1290 kc., 250 watts, unlimited.

SEPT. 10: Citizens Broadcasting Corp., Schenectady. CP for new station. 1240 kc., 1 KW., 5 KW. LS., unlimited.

Thomas J. Watson, Endicott, N. Y. CP for new station. 1240 kc., 1 KW., unlimited.

WEED, Rocky Mount, N. C. CP for change in frequency, power and hours of operation to 1240 kc., 500 watts, unlimited.

Radio Station WFNC, Fayetteville, N. C. CP for new station. 1210 kc., 250 watts, daytime.

Hampden-Hampshire Corp., Holyoke, Mass. CP for new station. 1240 kc., 500 watts, 1 KW. LS., unlimited.

Capitol Broadcasting Co., Inc., Raleigh, N. C. CP for new station. 1210 kc., 100 watts, 250 watts LS., unlimited.

SEPT. 14: Elwood Warwick Lippincott, Bend, Ore. CP for new station. 1310 kc., 100 watts, unlimited.

WPHR, Richmond. CP for increase in power and change in hours of operation to 1 KW., unlimited, 880 kc.

SEPT. 15: Evanston Broadcasting Co., Evanston, Ill. CP for new station. 1020 kc., 250 watts, daytime.

SEPT. 22: Havens & Martin, Inc., Petersburg, Va. CP for new station. 1210 kc., 100 watts, 250 watts LS., specified.

Petersburg Newspaper Corp., Petersburg. CP for new station. 1210 kc., 100 watts, 250 watts LS., specified.

John Stewart Bryan, Petersburg. CP for new station. 1210 kc., 100 watts, 250 watts LS., unlimited.

SEPT. 24: W. W. Luce, Lauderdale, Fla. CP for new station. 1050 kc., 1 KW., daytime.

L. L. Coryell & Son, Lincoln, Neb. CP for new station. 1450 kc., 250 watts, 1 KW. LS., unlimited.

Walker & Chapin, Oshkosh, Wis. CP for new station. 1010 kc., 250 watts, unlimited.

Carl Latenser, Atchinson, Kas. CP for new station. 1420 kc., 100 watts, daytime.

United Theaters, Inc., San Juan, P. R. CP for new station. 570 kc., 1 KW., unlimited.

SEPT. 27: Radio Enterprises, Inc., Hot Springs, Ark. CP for new station. 1310 kc., 100 watts, daytime.

Asso. Arkansas Newspapers, Inc., Hot Springs. CP for new station. 1310 kc., 100 watts, daytime.

Leon M. Eisfeld, Burlington, Ia. CP for new station. 1310 kc., 100 watts, unlimited.

Sherman V. Coultas, Milton Edge & Hobart Stephenson, Jacksonville, Ill. CP for new station. 1310 kc., 100 watts, unlimited.

SEPT. 28: Jules J. Rubens, Aurora, Ill. CP for new station. 1040 kc., 250 watts, daytime.

W. H. Hartman Co., Waterloo, Ia. CP for new station. 1400 kc., 500 watts, daytime.

Southern Broadcasting Corp., Bogalusa, La. CP for new station. 1500 kc., 100 watts, 250 watts LS., unlimited.

SEPT. 29: Earl Weir, St. Petersburg, Fla. CP for new station. 1370 kc., 100 watts, unlimited.

Seaboard Broadcasting Corp., Savannah. CP for new station. 1310 kc., 100 watts, 250 watts LS., unlimited.

Athens Times, Inc., Athens, Ga. CP for new station. 1210 kc., 100 watts, 250 watts LS., unlimited.

WMAZ, Macon. CP to increase power to 1 KW., 5 KW. LS., 1180 kc., limited.

OCT. 1: Colonial Broadcasting Co., Morristown, N. J. CP for new station. 620 kc., 1 KW., unlimited.

WLAP, Lexington, Ky. CP for change in frequency and power to 610 kc., 500 watts, 1 KW., unlimited.

Sims Broadcasting Co., Phoenix, Ariz. CP for new station. 1210 kc., 100 watts, 250 watts LS., unlimited.

OCT. 4: WRBL, Columbus, Ga. Mod. of CP. 1330 kc., 1 KW., unlimited.

KSTP, St. Paul. CP to increase power to 50 KW. 1460 kc., unlimited.

WJSV, Washington. CP to increase power to 50 KW. 1460 kc., unlimited.

WGAR, Cleveland. CP to increase power to 1 KW., 5 KW. LS., 1450 kc., unlimited.

OCT. 7: Pacific Acceptance Corp., San Diego. CP for new station. 1200 kc., 100 watts, daytime.

Smith, Keller & Cole, San Diego. CP for new station. 1200 kc., 100 watts, daytime.

WREN, Lawrence, Kas. Auth. to transfer control of corp. 1220 kc., 1 KW., 5 KW. LS., shares time.

Adams Recording Studio, San Diego. Auth. to make electrical transcriptions and recordings for stations XEBG and XEMO, Tia Juana, Mex.

M. M. Valentine, Laredo, Tex. CP for new station. 1500 kc., 100 watts, 250 watts LS., unlimited.

Walter Biddick Co., Los Angeles. Auth. to supply electrical transcriptions to station XEMO at Tia Juana.

OCT. 11: Roberts-McNab Co., Livingston, Mont. CP for new station. 1310 kc., 100 watts, 250 watts LS., unlimited.

S. L. Slover Corp., Norfolk. CP for new station. 1370 kc., 250 watts, unlimited.

Harwell V. Shepard, Denton, Tex. CP for new station. 1420 kc., 100 watts, daytime.

Port Angeles Broadcasters, Spokane. CP for new station. 1500 kc., 100 watts, 250 watts LS., unlimited.

First Baptist Church, Pontiac, Mich. Auth. to transmit programs to station CKLW, Windsor, Ontario, Canada.

KGAR, Tucson, Ariz. CP to change frequency and increase power to 1340 kc., 250 watts, unlimited.

EXAMINER'S RECOMMENDATIONS

WWL, New Orleans. CP for change in power to 50 KW. 850 kc., specified, be granted.

Warren B. Worcester, San Diego, Cal. CP for new station. 1400 kc., 250 watts, 1 KW. LS., unlimited, be denied.

William F. Maag, Jr., Youngstown. CP for new station. 1420 kc., 100 watts, daytime, be granted.

SAN ANTONIO

WOAI Manager Hugh Half back from California, Chicago and New York.

Troubadours (Ted and Bill) are on a new KTSA musical program sponsored by Alamo Dist. Co. (Crosley).

Ray Hunt, former KONO chief announcer, in town on a visit; he's now with WHAS, Louisville.

Ernest Tubbs, recording artist, Rogers, has a fiddle band on Mission Broadcasting Co. three times weekly.

Tommy Blake and his ork have opened at the Gunter Hotel roof, succeeding Henri Lishon's combo. They air over KTSA.

FORT WORTH

Kenneth Millican, radio news commentator of Houston, is alternating between Fort Worth and Dallas, doing a series of talks on the Fort Worth Frontier Fiesta over WBAP and the Dallas Pan-Am Exposition on WFFA-WBAP.

The Chuck Wagon Gang, mixed quartet heard daily over WBAP and TQN, are on vacation. They return Sept. 19.

Cy Leland, announcer, also is on his vacation.

Russ Lamb, former announcer for WBAP, is now with WTCN, Minneapolis, as announcer and vocalist. He also will do production work.

... Radio's own daily newspaper modestly presents a series of 200 unsolicited testimonials as to what Radioland thinks of RADIO DAILY.

LEIGHTON & NELSON

Schenectady, New York

"... We have followed with keen interest your publication, RADIO DAILY."

George H. Nelson

KUOA

Siloam Springs, Ark.

"... I am a charter member of your subscription list and have thoroughly enjoyed every issue of RADIO DAILY. Our assistant engineer has taken such a deep interest that he steals all of my RADIO DAILIES. After a first reading he reads them a second time and files them."

Storm Whaley
Commercial Manager

HARRY E. CUMMINGS RADIO PROGRAM SERVICE

Jacksonville, Fla.

"... I appreciate RADIO DAILY'S value. I believe a daily brief account of the news is much more interesting and helpful than more elaboration in a monthly publication."

Harry E. Cummings

... RADIO DAILY is seven months old. It is growing fast. It already has the confidence of a great progressive industry. Watch RADIO DAILY.

KANSAS CITY

First National Television has put Kenneth Alexander in charge of the extension school where he also will act as Chief Engineer of W9XAL, the television station operated by the school, while Everett L. Dillard becomes chief instructor of the resident division of the school.

Allen Franklin, for three years program director at KVOO, has been appointed program director at KXBY to succeed Frank Bailey, who is slated to handle publicity along with the station's accounting. George Cooper has also been added to the KXBY sales staff.

Benny Carlisle, WDAF technician, is vacationing at the Lake of the Ozarks.

Bill Williams, KXBY announcer, has resigned.

Ralph Childs, formerly of KWBG, Hutchinson, has joined KXBY as news editor and announcer.

Allen Franklin, new KXBY program director, is airing a quarter hour daily sustaining, "The Cozy Corner."

Norm Souther, vice-president of Midland Television, has just returned from a two-week vacation in northern Minnesota.

60 Attend Spokane IRE Meet

Spokane—Annual Pacific Coast meeting of Institute of Radio Engineers at the Davenport here drew an attendance of more than 60. Prof. F. E. Terman, head of electrical engineering department at Stanford University, presided. Speakers included H. H. Beverage, Dean H. V. Carpenter, Mabel McFerran Rockwell, J. W. Wallace, Martin V. Kiebert and others.

2 Leave NBC Sales Staff

Walter Duncan and Robert R. Egan, both members of the NBC Radio City sales staff, have resigned. Duncan on Sept. 15 will become sales manager of WNEW and Egan has already joined "This Week", national weekly.

Scripting Cantor Show

West Coast Bureau, RADIO DAILY

Los Angeles—Hugh Wedlock and Howard Snyder will do the scripts on the new Eddie Cantor-Texaco series. Lou Irwin set the writers, representing Herman Bernie.

ONE MINUTE INTERVIEW

ALFRED WALLENSTEIN

"No one any longer can doubt the importance radio has assumed in musical life. But to me it is staggering to observe how rapidly it has grown to maturity. Just four years ago arguments against the playing of classic music on the air were common. Today communications pour into our broadcasting studios, no longer asking for 'little pieces', but demanding instead performances of whole symphonies, and music of Bach, Wagner, Debussy."

★ Coast-to-Coast ★

WSAN, Allentown: "Uncle Willie" Seuren, conductor of the "German Hour," back from a two-month sojourn in Germany... Charles Sebeck, announcer and news editor, leaves shortly for a vacation trip including Boston, Hartford, New York... Lillian Marchetto, prominent local concert artist, whose sister also has been heard over this station, is now with the Hippodrome Opera Co. in New York... "Accent on Safety," with talks delivered by Edgar P. Paulsen, has been renewed until Jan. 1... In cooperation with Lehigh County Medical Society, ten talks on venereal diseases are being presented by local physicians over WSAN.

Nancy Lyda Brooke, former secretary to Marjory Stewart of the Microphone Playhouse, Pittsburgh, has become music librarian at KDKA.

Bob Van Camp, Duke University organist, is officiating at the new Hammond electric organ installed at WDNC, Durham.

Paul J. Miller, production manager of WWVA, Wheeling, returned recently from an auto trip to Arizona, and reports that many stations are adopting the policies and sub-title of "The Friendly Station," which Managing Director George W. Smith put in effect at WWVA six years ago.

Nancy Turner, style expert at WFBR, Baltimore, is back on the job after a trip to London, Paris and other style centers.

Hal Wolf will do the sportcasting for the annual Ben Paris-Seattle Star Salmon Derby which KOMO, Seattle, will feed to NBC-Red on Sept. 12.

Jimmy Burke, chief engineer, and Wright Esser, production department, KWK, St. Louis, are on vacation.

James R. Curtis, president of KFRO, Longview, Tex., reports August business was the best in the station's history.

WIOD, Miami: Chuck Green, production man, and Ruth Mary Hall, pianist-organist, are walking up the aisle... Ruth Richardson, receptionist, is back from a visit to New York and Radio City.

David Byrn, chief announcer at KARK, Little Rock, Ark., aired the Hagenbeck-Wallace Circus when it visited that city last week.

KDYL, Salt Lake City: A new program featuring nonsense and music, with Albert Priddy arranging the nonsense, has gone on the air... Young (Jack) Gregg has taken over the "Sports Reel" during Frank Austin's vacation.

WBTM, Danville, Va.: "Steve" On-

darcho, general manager, is back from a southern tour... Rosser Fowlkes Jr., staff announcer-singer, was a recent guest artist at WMFR, High Point, N. C.... Lorey Austin, pianist-singer-hostess, is back home after an appendix divorce... Bill Hefernan, program manager, is getting in a lot of good hunting.

Edith Holder, soloist for six months on Ed Fitzgerald's variety program over WOR, is appearing at the Club Mayfair in Boston, and in a few weeks will fill an engagement in Providence, before returning to radio work and supper club appearances in New York.

J. T. "Jake" Causey, formerly publicity director of Elon College, has joined the commercial staff of WBIG, Greensboro, N. C.

"The Walk of Life" program originated by Ernie Smith, program director of WBIG, Greensboro, N. C., has been sold for three times a week to the Rhodes Furniture Co. of Greensboro and Atlanta.

Four Esquires, Ted Lane, Paul South, Joan Andrews and Carolyn James, with a new string orchestra, will appear at the fall opening of Newark's Hillcrest Club.

Lynn Mason, another discovery of Ruth Lyons, production manager of WKRC, Cincinnati, will be at the helm of "The Ship of Song," Sunday program sponsored by Schiff Shoe Co. over WKRC. Mason is a tenor, 6 feet tall.

Recent special events broadcast of memorial services for Minnesota's late Gov. Floyd B. Olson by KDAL, Duluth, was highlighted by the participation of Olson himself via the transcription route. An excerpt from the last major address made by the late governor before his death in 1936 was aired from the studio to the radio listeners and fed to the audience at the memorial service in the Duluth Armory through a receiving set there.

WSPR, Springfield, Mass.: Al Bradley, of the engineering staff is vacationing in Salisbury, Md.... Chief Engineer Hillis Holt is back from a leave of absence during which he built WAGA, Atlanta... The love bug has bitten Announcer Art Bergstrom and Cooking Forum Director Millie Brunelle... Chief Announcer Ed Tacy is back from vacation in Maine... Norah Adamson, children's program director, has opened new studios in Holyoke for her dramatic classes.

WMAS, Springfield, Mass.: Francis Boisvert, formerly of the engineering

BOSTON

The Tastyest Jesters, Wamp Carlson, Dwight Latham and Guy Bonham, are playing a week's engagement at the Metropolitan Theater. This is right across the street from the WBZ studios where they started their radio careers about eight or nine years ago.

Linus Travers, production manager at Yankee network, off to New York on a business trip.

John Moses, WBZ-WBZA control operator, has just completed his vacation and now offers for sale one good-as-new trailer.

Bob Meyers of the Yankee network news service at the Baker Memorial of the Massachusetts General Hospital recovering from a hernia operation.

KOIL Tenders Press Dinner

Lincoln—A delegation will travel to Council Bluffs, Ia., on Sept. 10 to attend the press dinner given by KOIL, as a launching party for the new transmitter. From the CSBS studios will be Reginald B. Martin, station manager for KFAB-KFOR; Joe di Natale, promotion man for KFOR; Joe W. Seacrest, committee man for the owners; Bruce Nicoll, radio editor of Sunday Journal and Star; and Barney Oldfield, RADIO DAILY, and The Journal. Civic broadcast will be aired for 45 minutes and assembled guests interviewed.

Audition Atlas Series

Atlas Radio Corp. has auditioned "Ports of Call", a travel series, and "Captains of Industry", dramatized biographies, for Walter Neff of Neff-Rogow.

Williamson Joins KOL

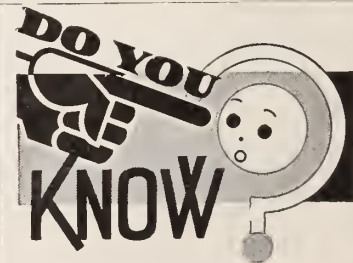
Seattle—Dudley E. Williamson has joined KOL as production manager. Elmer Pederson is manager of the station.

New Firm Chartered

Albany—Plattsburg Broadcasting Corp., Plattsburg, has been chartered here.

staff of WHDH, Boston, has been appointed here... Dorothy Thompson is the new hostess... Manager Al Marlin will be handing out the cigars soon.

Dick Bray, WKRC special events announcer, will interview celebs at the Carthage Fair Grounds, Sept. 15-18.



The news bureau of WCAO, Baltimore, receives 80,000 words of news daily, aside from the sports ticker, and this must be condensed into about 7,500, which is all that can be aired each day.



RADIO DAILY

Serving the Better Interests of Commercial Radio and Television



VOL. 2, NO. 49

NEW YORK, N. Y., THURSDAY, SEPTEMBER 9, 1937

FIVE CENTS

Seek New World Series Sponsor

ONEIDA DISK CAMPAIGN IS SET ON 34 STATIONS

Oneida's WBS transcription series will get under way the week of Sept. 27 over 34 stations from coast to coast. Program is a quarter-hour musical with guest stars, broadcast once weekly during daytime hours. Stations are: WLW, WGN, WJR, WCCO, WBZ-WBZA, KWK, KNX, KGO, KOIN, WOR, WCAU, KDKA, WHK, KMBC, WFAA, KOL, KSL, KOA, WOW, WGR, WFBR, WGST.

(Continued on Page 3)

ARNEW Will Nominate Same List of Officers

Chicago—Officers now heading the temporary slate of Ass'n of Radio News Editors & Writers will be nominated as permanent, according to the list drawn up by the nominating committee, of which Al Hollender of WJJD-WIND is secretary. Slate includes John Van Cronkhite, president; Hollender, secretary-treasurer; Lee MacEwen, WLW, and Kendall

(Continued on Page 3)

Alka-Seltzer Spotting Transcription Series

Chicago—Miles Laboratories (Alka-Seltzer) is dropping the WGN "Tom, Dick and Harry" live show Sept. 16 and replacing with "Comedy Stars of Broadway", which is being spotted on various stations.

2 CBS Shows Renewed

Campbell Soup's "Hollywood Hotel" and Lucky Strike's Edwin C. Hill INS news broadcast have been renewed on CBS. Former is renewed for a year effective Oct. 1. Latter's contract is extended to Dec. 31.

Differential

Paul Bevel, advertising sales manager of a local station, is continually worrying about the difference in local and national advertising rates. So when his heir went to the doctor's to get the tonsils out and the doctor asked whether the kid wanted a general or a local anesthetic, papa shouted:

"Take a local, it's cheaper."

Restrict 550 KC.

Washington Bur., RADIO DAILY
Washington—FCC has ordered restrictions placed on all commercial broadcasting stations operating on a frequency of 550 kilocycles to prevent interference with naval radio along the Coast.

AMER. CAN MAY PLACE SOME SPOT BUSINESS

Chicago—After the Ben Bernie series winds up Oct. 26, American Can will concentrate on publications and probably some spot business. Harold Weiler, handling production on present show, is reported staying with Bernie in any new radio program he may line up. Morris-Shenker-Roth is the A.C. agency.

Fitch Co. to Use Belcher In NBC-Red Sunday Spot

Chicago—F. W. Fitch Co. (shampoo), Des Moines, which has renewed its 15-minute Sunday spot on NBC-Red preceding Chase & Sanborn Hour for 52 weeks, is reported about set on a new show featuring Jerry Belcher of "Our Neighbors". Fitch now uses Ranch Boys and the Morin Sisters.

Beneficial Switching

Beneficial Management on Oct. 2 will move to the Saturday, 8-8:30 p.m. spot on CBS. Program is now heard Tuesdays, 10:30-11 p.m. Last program in present period will be aired Sept. 21.

New Standard Contract Form Issued by Song Writers Ass'n

Commercial Programs Will Remain on WGST

Atlanta—Management and operation of WGST will not be taken over for the present by the new Georgia Radio Commission appointed by Governor E. D. Rivers, and when and if such switch is made the station will retain enough commercial programs to keep up the income which Georgia

(Continued on Page 2)

Buick and Old Golds Among Accounts Reported Interested in Baseball Classic—Mutual Gets Option

WILLIAM A. BRADY SUES OVER "WAY DOWN EAST"

Suit was filed here yesterday in the Supreme Court by William A. Brady, producer, who seeks an injunction and damages from Blackett-Sample-Hummert, Bamberger Broadcasting Service (WOR), Mutual and Charles E. Phillips Chemical Co. on grounds that the electrical transcription series entitled "Way Down East" is an infringement of his rights.

Brady avers that Phillips Milk of Magnesia plans to resume sponsorship of the "Way Down East" transcribed mellers on Sept. 27, and that he owns the rights and title to the

(Continued on Page 3)

Elizabeth Arden Series Will Have Duchin's Ork

Eddy Duchin and his orchestra have been set for the Elizabeth Arden series which begins Sept. 29 over a coast to coast NBC-Blue network, 8-8:30 p.m. Cecil Warwick & Legler placed the account.

CBS Peace Programs

First of a series of programs on peace to be aired over entire CBS network and short-waved to Europe and South America will be heard Sept. 19 at 4-5:15 p.m. Seven international statesmen will speak.

Network sales staffs are all out hoofing to sell the World Series baseball games to a prospective sponsor, now that Ford is out of the picture. Mutual leads the race this week with a one-week option on the radio rights to the games.

MBS is trying to sell the games as a package for \$200,000. Program would only be aired over Mutual. Half of the sum would go for the radio rights, other half would cover the time cost.

Buick, Old Gold cigarettes and a Ruthrauff & Ryan account are considering sponsorship. Charles Gannon, vice-president in charge of radio

(Continued on Page 3)

M-G-M SHOW SPONSORED BY GENERAL FOODS

Late last night, RADIO DAILY learned exclusively that the M-G-M radio show for which Bill Bacher was signed to a seven year producing contract, was sold to Benton & Bowles for a General Foods product.

Bacher came to N. Y. to discuss the deal with agency. Network and

(Continued on Page 3)

Long Zenith Campaign With Plugging Pedaled

Chicago—Zenith Radio Corp., which started its new show on NBC last Sunday with no sponsor mention except for the words "Zenith Foundation," is understood to be planning long-term airing—39 weeks a year—with no plugs the first year at least. Business at Zenith is that good.

Knight and Day

Minneapolis—WDGY has a daytime announcer by the name of Dick Day, and a night miker with the moniker of John MacKnight. When the standby comes at 6 p.m., the following statement is made:

"Your announcer has been Dick Day. Day now gives way to Night, your next announcer being John MacKnight."

(Continued on Page 3)



Vol. 2, No. 49 Thurs., Sept. 9, 1937 Price 5 Cts.

JOHN W. ALICOATE : : : Publisher

DON CARLE GILLETTE : : : Editor

MARVIN KIRSCH : : : Business Manager

Published daily except Saturdays, Sundays and Holidays at 1501 Broadway, New York, N. Y., by Radio Daily Corp. J. W. Alicoate, President and Publisher; Donald M. Mersereau, Treasurer and General Manager; Chester B. Bahn, Vice-President; Charles A. Alicoate, Secretary; M. H. Shapiro, Associate Editor. Terms (Post free) United States outside of Greater New York, one year, \$5; foreign, year, \$10. Subscriber should remit with order. Address all communications to RADIO DAILY, 1501 Broadway, New York, N. Y. Phone Wisconsin 7-6336, 7-6337, 7-6338. Cable address: Filmday, New York. Hollywood, Calif.—Ralph Wilk, 6425 Hollywood Blvd. Phone Granite 6607.

Entered as second class matter April 5, 1937, at the postoffice at New York, N. Y., under the act of March 3, 1879.

FINANCIAL

(Wednesday, Sept. 8)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Am. Tel. & Tel.	164½	162½	162¾	— 1¼
CBS A	25½	24	25½	—
CBS B	25½	24¾	25½	— 1
Crosley Radio	15	14	14	— 1
Gen. Electric	48½	47½	48	—
North American	22¾	22	22¼	— ½
RCA Common	10¾	9¾	10	— ½
RCA First Pfd	68¾	67	68¾	— 2
Stewart Warner	15½	15	15½	— ½
Zenith Radio	38¾	37¼	37¾	— ¼

NEW YORK CURB EXCHANGE

Hazeltine Corp.	15¾	15¾	15¾	— ¾
Majestic	2½	2½	2½	—
Nat. Union Radio	1½	1¼	1¼	— ¼

Adds Jewish Program

Cleveland—Kurtz Furniture Co. has signed for a third nationality series on WJAY. Contract calls for a weekly half-hour Jewish broadcast for one year. It will feature the Louis Rich orchestra and a Jewish cantor, and will be aired on Sundays. Prior to a month ago, Kurtz Furniture had never used radio. Since then, the company has been starting new nationality shows on WJAY, and now has one daily program and two weekly programs on the station.

KMED Personnel

Medford, Ore.—Personnel setup of KMED, which joins NBC network on Sept. 15, will be headed by Mrs. Blanch Virgin, owner and general manager; Arthur Adler, advertising manager; Lee Bishop, commercial manager, and Ray Scott, program director.

Blair Representing KIDO

John Blair & Co. is now exclusive national representative for Boise, Ida. Sears Co. formerly represented the station.

JOHN B. HATCH ASSOCIATES

An agency serving a N. E. clientele. Specializing in radio broadcast advertising.

(Send for booklet)

581 Boylston Street, Boston, Mass. Commonwealth 0466

NEW PROGRAMS—IDEAS

Streamlined News

News periods at KSFO, San Francisco, no longer bear the prosaic title of "News," but are titled "Streamlined Headlines."

Using the regular United Press dispatches rewritten for radio presentation, KSFO attempts to go UP a step better and "streamline" the news for audiences. Unnecessary words are hacked. Lengthy stories that might tend to bore the casual listener are cut in half, thereby allowing more time for short, vivid items. The entire script undergoes further streamlining when newscaster Bob Garred presents the program to the public.

Believing the public would rather be amused than shocked, news editor Tro Harper has tried to relegate crime news, violent deaths, and other objectionable material to the "back page" and in their place has attempted to play up human interest and feature material.

"Marriage License Romances"

An unusual new program has been scheduled by WJAY, Cleveland, in "Marriage License Romances," a 15-

minute program of interviews with young brides and grooms-to-be.

Louis Jewelry Co., Cleveland, are sponsors of the show, to be heard Mondays at 1-1:15 p.m. starting Sept. 13. Leslie Marcus of Jay & Company, Detroit, agency handling the account, will come to Cleveland to build the initial show, and subsequent ones will be modeled after it.

Plans call for a real human-interest series. Marriage license applicants will be quizzed on their plans, hopes, ambitions, and—romances—the circumstances that led up to their engagements. "How was the question 'popped'?" will be one of the most interesting queries.

Musical Novelties

"Roaming the World" and "Musical Newsy" are two programs which KFRU, Columbia, Mo., has inaugurated for the fall season. They alternate each weekday at 11:15 a.m. "Roaming the World" is composed of representative music of the various nations, and "Musical Newsy" is what the name implies, music interspersed with oddities in the day's news.

Commercial Programs Will Remain on WGST

(Continued from page 1)

School of Technology has been receiving from the station and to take care of operating overhead.

Pending another meeting by the commission, President M. L. Brittain of Georgia Tech will continue supervision over programs. The Governor's plan is to have the station devote more time to public interests and promoting the state.

Yale Games on WMCA

WMCA will carry the entire schedule of home football games played by Yale this year. Contract calls for WMCA to cover games exclusively in New York, and broadcasts will be under the sponsorship of Socony-Vacuum. Games will be fed WMCA by Yankee Network. Series begins Oct. 2. Bill Slater will give play-by-play descriptions, with Dick Fishell supplying color.

Guizar Returning

Tito Guizar, at present broadcasting twice weekly over El Mundo, 50,000-watt station in South America, has been signed to appear in Paramount's "Big Broadcast of 1938" and will return to America on Oct. 8. Guizar has been booked for tour and motion pictures by Columbia Artists.

Ralph Edwards for Disks

Ralph Edwards, CBS announcer, was signed yesterday for 13 transcriptions for De Soto, the series that will feature Ted Husing. Transcribing will be done by World Broadcasting System.

Kate Smith to Continue Command Performances

Kate Smith's new CBS program starting Sept. 30 for General Foods will feature another series of Command Performances, with monthly awards consisting of a first prize of \$1,000 and a second and third place winner of \$250 each. Listeners will be sole voters.

WHN One-Act Theater

"Continental Radio One Act Theater," with a cast of more than 100 under the direction of Eugene Endrey, makes its debut Sunday at 9-10 p.m. over WHN. One-act plays will be presented. Don Albert's orchestra will supply musical background.

Handling Consol. Edison

Consolidated Edison, set to return to the air Sept. 20 over WEA, will be under supervision of Lord & Thomas for the new series, which will feature John B. Kennedy and Mark Warnow conducting an orchestra and chorus.

"Shadow" Station Lineup

Revision of stations and time for the Delaware & Lackawanna Coal series, "The Shadow," on MBS calls for WFIL, WBAL, WNAC, WTIC, WEAN and WTAG to air the show 4-4:30 p.m. The repeat at 5:30 will be carried by WOR, WGN, WKBW, CKLW and WBNF. Ruthrauff & Ryan placed the account.

Charley Schenck Directing

Charley Schenck is now directing Jessica Dragonette's "Music Box Revue" for Benton & Bowles agency.

COMING and GOING

JOHN BLAIR, head of the station representative organization which bears his name, is in town for a while.

GENE O'FALLON of KFEL, Denver, in town for 10 days.

JOHN J. GILLIN Jr. is in town for the IRNA Special Advisory Committee meeting.

ABE LYMAN is due back from Hollywood next week.

ED WOOD, commercial manager of WGN, Chicago, is spending a week in New York on business.

VIVIAN MARTIN, opera singer, and her husband, ARTHUR SAMUELS, arrive in New York today aboard the Ile de France.

MRS. DAVID SARNOFF and her son arrive on the Ile de France today from Europe.

E. W. KIMMELBERG, first vice-president of Albert Frank-Gunther Law, Inc., is another passenger arriving from Europe today.

JACK PEARL and his wife, WINI, arrive aboard the Savoia today from a foreign sojourn.

HAROLD OXLEY left for Hollywood last night and will remain there until Christmas.

DONALD DAVIS of WHB, Kansas City, is in New York.

A. E. NELSON of KDKA, NBC-owned station in Pittsburgh, is another New York visitor.

JERRY KING of Standard Radio, Hollywood, will arrive at Chicago office this Sunday and reach New York the day following for AFM conference.

HILDEGARDE, NBC songstress, arrives back in the U. S. from London and Paris engagements on Sept. 22 aboard the Champlain.

FRED A. PALMER, manager of KOY, Phoenix, Ariz., headed east on a business trip that will include stopovers at Chicago, New York and other points.

BOB MURRAY, vocalist, is back in New York after a successful extended engagement with Mr. and Mrs. Jesse Crawford and their orchestra at the Hotel Peabody, Memphis.

E. C. MILLS of Ascap leaves this afternoon for Lincoln, Neb., to attend hearing on anti-Ascap law to be held Saturday.

JOHN L. CLARK, president of Transamerican, arrived back in town yesterday afternoon from Cincinnati.

C. E. (Ned) Midgely, BBDO time buyer, to Louisville today.

L. B. WILSON of WCKY arrived in town yesterday.

Foreign Radio Expos

Milan—International Exposition of Radio will be held Sept. 25-30 at Porta Bationi di Venezia here.

Brussels—International Radio and Television Exposition opens today and runs to Sept. 14 at Grand Palais du Centenaire.

Boice Jr. Joins Transamerican

Hugh Boice, Jr. has resigned from the sales staff of WNEW to join Transamerican in a similar capacity. Boice is the son of Hugh Kendall Boice, CBS vice-president in charge of sales.

Free Week-end for Col. Major

Clayton, N. Y.—Because of the many mentions of Clayton and the Thousand Islands made by Colonel Jack Major in his CBS program, the merchants of this town, through the Mayor, have invited him and a guest to spend the week-end here, with all expenses paid. Jack has accepted.

MRS. MARTIN JOHNSON

EXCLUSIVE MANAGEMENT

CLARK H. GETTS, INC.

WALDORF-ASTORIA

NEW FORM OF CONTRACT ISSUED BY SONG WRITERS

(Continued from page 1)

50-50 basis as to moneys received therefrom.

Publishers, however, still feel that Article IX creates a dangerous situation and may eventually hurt the whole ASCAP setup. Several publishers have already denounced the proposed SPA contract as vicious and claim they will not take any songs under such conditions. Canvass of leading publishers will be made before the MPPA takes an official stand on the matter.

ARNEW Will Nominate Same List of Officers

(Continued from page 1)

B. McClure, WOAI, vice-presidents. Executive committee includes these officers and Jack Harris, WSM; Beckley Smith, WJAS; John Hughes, Don Lee network, and two more to be named from the floor.

Delegates started arriving yesterday for the Sept. 10-12 sessions at Hotel Sherman. Convention program is being altered somewhat, due to Tom Flannigan, president of Penn Tobacco Co., being obliged to cancel plans to address the meeting. Leo Fitzpatrick of WJR, Detroit, will be one of the speakers.

Hurleigh to ARNEW Meet

Baltimore—Bob Hurleigh, news editor of WFBR and rated Maryland's outstanding newscaster-commentator, will go to Chicago for the convention of Ass'n of Radio News Editors and Writers, Sept. 10-12, at Hotel Sherman. Hurleigh plans to transcribe his program in Chicago on Saturday and airmail it to Baltimore for Sunday airing.

Valentino Drops Catalog

Thomas J. Valentino has resigned as local representative for the Speedy Q catalogue and will concentrate on sales of the Gennett Sound Effect Library and the making of radio transcriptions.

Charioteers in Night Club

The Charioteers, quartet, now heard on NBC, make their night club debut tomorrow as headliners of the fall revue at the Kit Kat Club. Maurice Rocco's orchestra and Dorothy Saulter also are on the talent roster.

Change Canary Title

Chicago—American Bird Products, Inc., has changed title of its Mutual show from "Canary Chorus" to "American Radio Warblers".

STAR RADIO PROGRAMS INC.

— PRESENTS —

"Good Morning Neighbor!"

"AMERICA'S IDEAL WOMAN'S PROGRAM"

250 PARK AVENUE NEW YORK CITY

NEW BUSINESS

WNAC, Boston

Penn Tobacco (Kentucky Winners), through Ruthrauff & Ryan; Hecker Products (Silver Dust), through Erwin, Wasey & Co.; Delaware, Lackawana & Western Coal Co., through Ruthrauff & Ryan; Baker Extract Co., through William B. Remington Inc., Springfield, Mass.; Sterling Products (Calif. Syrup of Figs), through Thompson-Koch Co., Cincinnati; Lever Bros. (Spry), through Ruthrauff & Ryan; Thomas D. Richardson Co., Phila., through N. W. Ayer; Beaumont Laboratories, through H. W. Kastor, Chicago; William Underwood Co. (deviled ham), through Alley & Richards, Boston; Durkee-Mower Co. (marshmallow fluff), through Harry M. Frost, Boston; Sherwin-Williams, Cleveland (paint), through T. J. Maloney Inc.; Smithers Brothers, Poughkeepsie, through Brown & Tarcher, N. Y.; Walker-Gordon Laboratory, Plainsboro, N. J. (milk), through Young & Rubicam, N. Y.; Canada Dry Ginger Ale, through J. M. Mathes, N. Y.; Delco Frigidaire, through Lord & Thomas, Chicago; Look, Inc. (magazine), through Battenfield & Ball, Des Moines; Chevrolet, renewal; Ford, spots, through N. W. Ayer.

Iowa Network

Montgomery-Ward, six 15-min. programs weekly; Chamberlain's Lotion, through Coolidge Adv'g Agency; Sargent Feeds, through Fairall Adv'g Agency; Chevrolet, renewal, through Campbell-Ewald; Philco, mysteries; Los Angeles Soap Co. (White King Soap), through Barnes-Chase Adv'g Agency; Zerbst Pharmacal Co., through Barron's Adv'g Agency; American Tobacco (Roi Tan cigars), through Lawrence C. Gumbinner Agency, Sterling Products (Calif. syrup of figs), through Thompson-Koch Adv'g Agency; Block Chemical Co., (Omega oil), through Husband & Thomas Adv'g Agency; Sherwin-Williams, participations, through N. W. Ayer; Look Magazine, six one-hour shows weekly, through Schwimmer & Scott; Northrup King Seed Co., through Olmsted-Hewitt Adv'g Agency.

WOOD-WASH, Grand Rapids

Chamberlain Laboratories, through Coolidge Adv'g Co., Des Moines;

Victor Kolar Resigns

Victor Kolar, one of the conductors of the Ford Sunday Evening Hour Symphony Orchestra on CBS, has resigned. Kolar, associated with the program since its inception in 1934, will not leave the orchestra, but will only drop the radio work. Reason advanced for resignation was that program was scheduled to undergo a change in policy for new series. Kolar was in complete charge of programs during first two years, but a guest conductor arrangement was started last year.

Histeon Corp., through Ruthrauff & Ryan, Chicago; Coleman Lamp & Stove Co., through Potts-Turnbull Co., Kansas City; Dr. W. B. Caldwell Inc., through Cramer-Krasselt Co.

San Francisco

KSFO: W. T. Grant stores, disks, through N. W. Ayer.

KYA: T.W.A. Airlines, spots.

KFRC: Nestle's Ever-ready Cocoa, through Cecil, Warwick & Legler; W. A. Sheaffer Pen Co.; Russell M. Seeds Co.; California Fresh Bartlett Pear Advisory Board, through J. Walter Thompson.

Indianapolis

WIRE: Philco, mysteries; Campana, "First Nighter"; "Court of Human Relations."

WFBM: International Harvester, daily broadcasters, Haymakers and Dorothy Robards, from state fair.

WNEW, New York

Alaska Pacific Salmon; Technicians' Institute, through Winer Adv'g Agency; Peter Doelger Beer, through Leonard F. Winston.

WMBH, Joplin

Montgomery Ward, "Neighbor Jim" disks; Coca Cola, "Singin' Sam" disks.

KCKN, Kansas City, Kas.

Philco, "Phyl Coe" Radio Mysteries, disks, placed direct by Kansas City Philco Co.; Shaw Jewelry Co., Kansas Police Court broadcast; Hurst Clothing Co., Premium Time.

KARK, Little Rock

Purina, "Sing, Neighbor, Sing," featuring "Chick" Martin.

KFRU, Columbia, Mo.

Philco, "Phyl Coe" Radio Mysteries, disks.

WISN, Milwaukee

Coca Cola, CBS network show, "Coca Cola Presents the Songshop."

WDNC, Durham

Ford Motor Co., spots; United Dollar Stores, spots; Red Top Brewing Co., Cincinnati, renewal, spots.

State of Maine on Mutual

The State of Maine-MBS will start Sept. 21 over 15 stations, 1:45-2 p.m. Program will be aired on Tuesdays and Thursdays with Marguery Mills of WNAC. Brooke, Smith & French has the account.

DON KERR

Master of Ceremonies

WMCA

Fox-Fabian Amateur Hour

General Mills Sports Parade

Fox-Fabian Professional Parade

NEW SPONSOR IS SOUGHT FOR THE WORLD SERIES

(Continued from page 1)

for Kudner, Buick's agents, was out of town yesterday, so could not be reached for a confirmation of the report.

NBC is also trying to sell the games to Buick. If bought, games will be aired on only one network as an exclusive, it is reasonably certain.

Whether the games are sold commercial or not, listeners will not lose out because plans have already been laid to air the games as a sustaining feature.

William A. Brady Sues Over "Way Down East"

(Continued from page 1)

play which he acquired in 1897. Also that he sold the picture rights to D. W. Griffith for \$175,000 and since then the talkie rights for \$50,000 to the Rural Picture Corp. The play is still being played in stock, Brady sets forth, and the broadcasts using the same title and characters constitutes unfair competition.

Damages of \$250,000 are sought and accounting of the profits of the previous broadcasts series last season.

Oneida Disk Campaign Is Set on 34 Stations

(Continued from page 1)

WOAI, WJAX, WWL, KHQ, WKY, WSM, WGY, KPRC, WJSV, WHO, and KFJ. Batten, Barton, Durstine & Osborn placed the account.

Metro Show Goes to General Foods Product

(Continued from page 1)

product of General Foods is not as yet known, but show is scheduled for a debut on Nov. 4.

Show will consist of every name on the M-G-M picture list.

Set-up was originally offered to Palmolive but fell through.

AIR FEATURES, Inc.

RADIO PRODUCTIONS

247 Park Ave. New York City

AGENCIES

THOMAS J. CARNESE, manager of the production and traffic departments of Benton & Bowles Inc., has been appointed supervisor and co-ordinator of work in the agency's art department in addition to carrying on his other duties. He assumed his increased responsibility after returning this week from a vacation. Carnese has been with Benton & Bowles for more than five years.

ROS METZGER, Ruthrauff & Ryan radio director, Chicago, has gone to St. Louis to look after activities of Hyde Park Brewery account.

CHARLES H. EYLES, president of the Richard A. Foley Advertising Agency Inc., Philadelphia, since 1922, is receiving best wishes on his birthday this week. Eyles is former Atlantic Council chairman for the AAA and a past president of the Poor Richard Club, now member of the board of directors of the admen's circle.

FRED C. WILLIAMS, who has been with the Detroit staff of Campbell-Ewald Co. since 1934, has been appointed assistant advertising manager of Nash Motors division of Nash-Kelvinator Corp., Detroit. He will work closely with the new director of advertising and merchandising, A. R. Boscaw.

Graham-Paige Campaign

Detroit—Graham-Paige's fall advertising is being prepared under the newly appointed director of advertising and sales promotion, Storrs J. Case, appointed by Robert C. Graham, exec. v.-p. R. B. Blanchard, acting advertising manager, has been named sales promotion manager. Case comes to Graham from Nash motors.

Arthur Harris Dead

Louisville—Arthur Harris, 64 managing director and founder of WGR, New Albany, Ind., died Monday in St. Edward's Hospital, New Albany.

OMAHA

Elene and Sydney Northcott, local radio script writers, have sold a series of 52 scripts, "The Memory Box of Runjit Singh," to 3UZ in Melbourne, Australia. Each script is a complete story of the Indian secret service.

Sally Dee, the "Aunt Sally" of WOW, left Monday on a two-week vacation during which she will visit "shut-ins" in Iowa with whom she has corresponded for two years.

Manager John J. Gillin Jr. of WOW entertained 25 members of the staff at a watermelon feed at his home. The melon was sent Gillin by Harold Hough of WBAP, Fort Worth, who grew it on his Shady Oaks farm.

Gaylord Avery, formerly with KABR at Aberdeen, S. D., has joined WOW as announcer.

Announcer Tom Chase, conductor of WOW's "Uncle Tom's Playhouse" every Saturday morning, is vacationing in Chicago.



● ● ● After two shots on the Vallee Hour, Red Skelton has been selected to replace Milton Berle in the title role of the flicker, "Having Wonderful Time". Skelton will continue on the Vallee show from the Coast until the deal is consummated for him to head a show of his own.... Bert Parks gets the announcing job from the east with the Benny Goodman show, with Bill Goodwin taking care of Jack Oakie on the Coast.... "Swing and Sway with Sammy Kaye" may replace Bunny Berigan on the Tim and Irene commercial via MBS. Incidentally, Barry McKinley is set for two guestar shots on this show.... Nadine Conner of "Show Boat" has learned to speak lines and will therefore eliminate her "talk-double" on this show hereafter.... Boake Carter will make his screen debut in "The Dead March", an indie film to open next week.... Claremont Inn will remain open through the winter with Carl Harte's crew and a wire.... Tim Marks of the Earle Ferris crew came home the other nite and found his baby daughter with a fractured collarbone caused by a fall from a window.... Walter O'Keefe and the star of "Big Sister", Alice Frost, will team up as a duet for a show.... Irving Berlin phoned Harry Link the other a.m. and sang a new tune from "Alexander's Ragtime Band", which is a flicker for Walter Winchell's firm. Harry didn't like the song and said "I'd rather have 'My Cabin of Dreams' to that any day!" To which Berlin replied—"What's THAT?" P.S.: Song is published by IRVING BERLIN!

● ● ● New York City's city-wide hillbilly contest finals last nite on the Mall in Central Park had the "Colonel from Kentucky" Jack Major of CBS and Zeke Manners as judges.... One of the favorite musical numbers to the listeners of KFRO, Longview, Tex., is "Down Among the Budded Roses".... When the announcer of the "All Request Program" became rather piqued at the number of requests received each day for this number, he told the audience he was playing it for the final time—and then, before the open mike, BROKE the record!.... KFRO was literally flooded with wires, calls and letters of protest, one woman stating that she wouldn't dial the station any more unless the record was replaced.

● ● ● Al Jolson starts work on his autobiography, titled "It's Been A Swell Journey".... Press agent Dave Alber will write the continuity for Newspaperman Connie Miles' WOR show.... Eileen (Jolly Gillette) Barton will appear on a fall show.... Eleanor O'Malley has been signed for "Your Unseen Friend" show.... Ben Platt Jr. is having his schnozzle altered by Dr. Morton Berson to look like Adolphe Menjou.... Eddie Garr had a long talk with the J. Walter Thompson people yesterday.... Carlton KaDell will do some pigskin wordslinging this fall from the Coast.... Loew Theater exec William Downs turned composer with "Walking Down A Side Street".... Roger Douzens returns to the N. Y. Scene next week.... Abe Lyman comes east in time for the All-Champ fights at M. Sq. Garden.... Nat Brusiloff was visited by his five-year-old kid at WMCA yesterday. He was too busy to take the child home—so he called for a Western Union boy to deliver the infant. Later the W. U. came back crying.... Brusiloff Jr. had kicked and scratched—at being held by the hand.

● ● ● Dave Byrn of KARK's "Farmer's Hour", has been swamped with farm products from his listeners throughout Arkansas. Especially is he proud of the buttermilk one tuner-inner has been sending—because of his professed weakness for this product.... Rosser Fowlkes, WBTM's Man on the Street in Danville, Va., was looking for a hole to crawl into after last week's show in which the writer of a letter is given a cash prize—after being selected by a blind-folded spectator each week. The winner of this week's prize—was the same as last week.... Mustachio craze has swept WLBC, Muncie, Ind. Newest hair-raisers-under-the-lip are Ed Pierre deMiller, news editor, and Henry "Harpo" Marx, salesman. Clement X. Castle, engineer, turned traitor with a smooth face.

GUEST-ING

HILDEGARDE, on Rudy Vallee program, Sept. 30 (NBC-Red, 8 p.m.)
DICK POWELL, on Werner Janssen-Fleischmann Yeast program, Sept. 12 (NBC-Blue, 7:30 p.m.)

BETTE DAVIS, on Chase & Sanborn Hour, Sept. 12 (NBC-Red, 8 p.m.)

GEORGE BURNS and GRACIE ALLEN, on Packard Hour, Sept. 28 (NBC-Red, 9:30 p.m.)

GERTRUDE NIESEN, on Ben Bernie program, Sept. 21. (NBC-Blue, 9 p.m.)

BENNY MEROFF, interviewed by Powell Clark, on "Grand Stand and Band Stand," today (WMCA, 3 p.m.).

EVE Ve VERKA, on "Hecker's Information Bureau," today (WOR-Mutual, 11:45 a.m.).

CORNELIUS VANDERBILT, on Lowell Thomas program, tonight (NBC-Blue, 6:45 p.m.).

GERTRUDE LAWRENCE and MARGARET McCRAE, on James Melton program for Sealtest, Sept. 12 (NBC-Red, 10 p.m.).

JESSICA DRAGONETTE, on "Summer Stars," Sept. 12 (CBS, 7:30 p.m.).

ETHEL MERMAN, on "Hit Parade," Sept. 18 (CBS, 10 p.m.).

DETROIT

Radio listeners got a better picture of the Gold Cup races on Labor Day than did most of the throng of 100,000-odd spectators who gathered on the banks of the Detroit River to see the speedboat classic. WWJ, CKLW and WXYZ carried sections of the race, bringing results of the first and third heat to the listening audience. The coverage of WWJ was most elaborate.

"Children's Theater of the Air" on Sunday expands to a full hour, moved from the Regent Theater to the Capitol, and will be sent to stations of the Michigan Radio Network under sponsorship of Farmerest Baking Co. Show has been on WXYZ for over 18 months. James Jewell is dramatic director.

Raymond Toyo of "Adventures of the Green Hornet", Mich. Network serial, is back from the coast.

NEW ORLEANS

WDSU put on the third of its special features at Heineman Park recently when it established Wheaties day, admitting all boys for three box tops of the product.

Carrie Marone is singing with Augie Schellang at Pontchartrain Beach. Tony Almerico may go into the Rose Room for the winter season.

Jimmie Wilson sang songs from Gulfport, Miss., last Sunday with Ray McNamara accompanying at New Orleans in a WWL stunt broadcast tying in with the dedication of the harbor at the Mississippi city.

Newest of the radio song birds is Irene Shirley.

Clark Alexander is now Farmer Clark on a WWL farm program.

ORCHESTRAS MUSIC

LOU BREESE has assigned to Mark Balsom, violinist with his French Casino Orchestra, the role of featured male vocalist on his "Breezing Along with Breese" programs, heard twice weekly over NBC.

Codolban, gypsy violinist, and his orchestra currently heard over NBC from the Rainbow Grill, Radio City, set by CRA to open at the Hotel St. Regis, N. Y., on Sept. 26.

Lee Scott's boys booked by MCA for the entire fall season at the Clinton Hotel, Albany, starting Oct. 10.

Mike Reilly plays his third return engagement at the Fontaine Ferry Park, Louisville, tomorrow and goes into the Wagon Wheel, in Nashville, on Sept. 12 for two weeks. Through CRA.

Phil Harris set by MCA to provide the melodies for the Jack Benny air shows.

Jack Denny inaugurates the college dance season when he plays at Purdue University on Sept. 10-11.

Carl Sands' ork will open the winter season at the Music Box, Omaha, tonight.

Benny Meroff, playing at the New Yorker Hotel, will feature each Sunday as "Theatrical Night," using guest stars.

Ted Wallace and his Sing Band will do a special transatlantic broadcast on Sept. 10 to introduce the "Big Apple," to England and the continent, over NBC.

Philadelphia Items: George Dalin of Robbins Music Co. has arranged for an Oct. 9 wedding with Marian Saprala . . . Tin Pan Alley Music Co. placed the following songs with the Lewis Music Co., New York: "Summer Girl" by Frank Cremen and Frank Capano; "Heaven is Here" by Rowland Croasdale, and "Sorry-glad" by Jack Jaffe, Frank Capano and Ed Saleto . . . Paul Titus, warbler on WIP, opens with his own band at Hess' Tavern, in Haddonfield, N. J. . . . Reopening of Palumbo's Cabaret brings back the music of Bobby Morro. Cocanut Grove ushers in the new season with Al Mayo making the music . . . Milt Kellern has been held over at the Arcadia International House until Oct. 1, Happy Felton coming in for a return engagement on that date. Spot remotes via WIP . . . Dorothy Rogers, vocalist with Will Osborne, leaves the band in Philly, anticipating the stork's arrival . . . Jewel Music Co., New York, takes over "Can't We Be Sweet-hearts," authored by Chris Gilbert, Sam Breitigan, Ace Pancoast and Frank Capano, Philly tin pan alley-ites.

SAN FRANCISCO

Philip S. Lasky, KSF gen. mgr., is chairman of the Public Relations and Radio Committee for annual Navy Day celebration, Oct. 27. Lasky is a Naval Reserve lieut.

Rush Hughes (Langendorf Pictorial-Kellogg Sport Short) flew in from H'wood with previews for agencies on two new football shows. Hughes bows out of his two coast-wide accounts Sept. 24 to build proposed transcontinentals.

Ryland Quinn, KYA production manager, back from vacation—in bed. "Rye" started south, crashed his car 40 yards from home.

Kenneth Owen, ex-KGW at Portland, to KJBS as junior announcer.

Victor Paulsen takes over KJBS midnight to dawn "Night Owl" wax program.

Nathalie Goforth, for seven years on KYA staff, retires as secretary to Manager Bob Roberts — to become housewife.

Announcer Bob Dumm and Technician R. V. ("Doc") Howard, KSFO, stole beat on competition on return of first survivors from Shanghai war zone. Duo met SS. President Taft of Dollar Line entering San Francisco Bay, shortwaved interviews for CBS.

Mel Venter back as emcee of KFRC "Feminine Fancies" after vacation.

Verne McGill resigns as KFRC hostess to leave for long trip to Antipodes. Rose Marie Smith takes hostessing post.

PITTSBURGH

Jack Meridan, KQV, weds Marie Bevilacqua of Dormont on Oct. 27.

Ernest Neff, KQV announcer, also middle-aisles it Sept. 18 with Mary Blank.

Lillian Malone returns to her women's program on WCAE after a Florida vacation.

Edward Kreen, formerly program manager at WHJB, Greensburg, is commentator on the Victor Brewing Co. news program heard nightly on WWSW.

COLUMBUS

Local stations are lining up their best sportscasters for the OSU football season soon to begin. John Neblett, who has proven his ability on baseball, will handle the mike for WBNS. No official announcement is forthcoming from WCOL, but Bob Seal, chief of the continuity dept., is being groomed for the job. WHKC will have Fred Joyner and D. L. Gibbons of WHK at the mike.

It is also being rumored hereabouts that a well known Detroit station will have a mike at the OSU stadium.

RICHMOND

Bob Burdette, WRVA production manager, is recuperating in Florida from a serious heart ailment.

Conrad Howle, announcer, WMBG, is vacationing in New York. Larry Mansfield is substituting.

Ira Avery, WRVA announcer, is back from a trip to England.

Robert Mitchell, public relations director, WMBG, is back from a motor tour through the north.



**There Are
6,000,000 Like Him**

...BUT HE CAN HEAR

THERE are 6,000,000 hard of hearing children now on the way to adulthood. Some hear 'though their ears may have been affected since birth—others don't. Which group has the better chance for ultimate, useful citizenship?

Teachers, nurses, physicians—all agree that no child should be permitted to struggle with this handicap unassisted. Your child, if his hearing is below normal, deserves the help of a Buck Rogers 25th Century Acousticon, designed especially to appeal to children. Properly fitted, it immediately brings better hearing, guards against serious psychological pitfalls, permits normal hearing at school and normal social relations with adults and other children.

May we send you literature? Or, better still, won't you bring your child to an Acousticon office where we can *prove* the efficiency of the Buck Rogers Acousticon in meeting childhood's hearing problems?

**Buck Rogers 25th CENTURY
ACOUSTICON**



**DICTOGRAPH
PRODUCTS CO., INC.**

580 Fifth Avenue

New York, N. Y.

★ Program Reviews and Comments ★

AL JOLSON

Lever Bros. Co.
WABC-CBS Network,
Tuesday, 8:30-9 p.m.
Ruthrauff & Ryan, Inc.

JOLSON RETURNS IN A BREEZY SHOW THAT IS GOOD DESPITE OCCASIONAL POOR MATERIAL.

Setup on this Rinso and Lifebuoy soap program is about the same as when it left off, the talent with Jolson being Martha Raye, Victor Young orchestra and Parkyakarkus, with an added starter in George Jessel as guest star. Tiny Ruffner is on the job as announcer. In nearly all of the commercials, Ruffner cued himself from a song title just used, or conversation worked in as a buildup for the credit. Rinso used as a household boon for clothes or dishes, and Lifebuoy for bodily cleanliness and keeping fit, like the football athletes.

Jolson and Jessel in the usual introduction kidding and subsequently Miss Raye dragged out a ballad; Parkyakarkus rang in a few gags not old enough to make the listener forget where he heard or read them recently, but he was well spotted, what with having two comedians for straight-men. Other business between the three was fair and toward the close Jolson and Jessel injected the Broadway stuff via George M. Cohan's "Give My Regards to Broadway." Jolson also sang an old timer that is being revived, "You Made Me Love You," and Jessel later countered with "Toot, Toot, Tootsie, Good-bye." Songs and orchestra selections were a strong point.

Possibly the two clever comedians could have worked up a wow or two en route, instead of being satisfied to amble along with a laugh here and there. Material undoubtedly is the thing. Half hour, however, was far from being a dud. Hollywood studio audience was enthusiastic.

LOUISVILLE

WAVE's "Minute Interviews" resume with the return of George Patterson, program director.

"Here's To You," sponsored by Oertel Brewing Co. over WHAS, has relinquished the National Theater to a musical show policy, and moved back to the Drury Lane. The station has two additional air shows, in process of being built, which will be aired from the Drury Lane.

Earl Holmlund, WHAS engineer, recently married a schoolmate from his home town in Missouri.

Accident to wife of J. Emmett Graft, WHAS technician, required blood transfusion, and tests brought out that Bill Blanton, also of WHAS technical staff, tested okay. Blanton donated pint of blood, the second time he has played the donor role.

Biff Carr, program manager of WGRC, now airing his "Curbstone Reporter" daily from spot in front of Loew's State. Free ducats to the show are presented to the persons interviewed.

PACKARD HOUR

Packard Motor Car. Co.
WEAF-NBC-Red Network,
Tuesday, 9:30-10:30 p.m.
Young & Rubicam, Inc.

SPARKLING FIRST SHOW THAT CLICKED 90 PER CENT OF THE TIME.

New Packard line-up by sheer force of its talent is bound to be a heavy contender no matter what the booking on opposition networks. Hard to miss with a layout that includes Lanny Ross, Florence George, coloratura soprano, Raymond Paige orchestra, Charles Butterworth, a mixed chorus of 72 voices, a rhythm singer and last but not least guest stars like Amos 'n' Andy.

Loads of good singing, top-notch arrangements and rendition by the splendid orchestra conducted by Paige, would be a good show in itself for many listeners, but the added load of comedy by Amos 'n' Andy and Charles Butterworth pushed the program over solid. The blackface team revealed tremendous popularity with the studio audience, if that is any indication of the world at large, and appeared in several spots on the show, gagging with Butterworth and later doing a sketch. (Close of the show gave Pepsodent an acknowledgment.) Butterworth was never better on the air, but Amos 'n' Andy are a cinch on any show.

Ross was in good voice and, as he stated at the outset, his songs would run the gamut of popular, operetta and even operatic songs. Miss George is a coloratura de luxe as evidenced by her "Song of India", with a modernized Paige arrangement. The chorus was powerful. Packard credits were more or less modest and planned to get the potential buyer to the salesroom first rather than sell the customer via the ether. Marx brothers are guests next week.

"MUSICAL MOMENTS"

Chevrolet Motor Co.
WMCA, Tues., Thur., and Sat.,
7:30-7:45 p.m.
Campbell-Ewald Co.

ANOTHER WELL RECORDED AND PROGRAMMED DISK SERIES CONTINUING CHEVROLET SPOT COVERAGE.

In behalf of the local Chevrolet dealers, the extensive spot broadcast program throughout the country continues with Vic Arden wielding the baton and following in on the Gus Haenschen platters. Graham McNamee again does the announcing, delivering two commercials and working in one-line credits here and there, but not to excess. Used car buys and service departments come in for the usual plug.

Current shows have long list of well known guest artists, this particular stanza featuring Jane Froman and Ray Heatherton. The Songsmiths quartet and Arden are scheduled for all disks. Program is nicely balanced as to the running order and makes good entertainment. Orchestra is a large one and at times tends to sound like a big symphony type combination on the loose. Seems like closing in the drapes in the recording studio would help, and remove that empty auditorium effect from the balance.

Edward B. Hall

Boston has contributed a new voice personality in the long list of radio's ace journalists. Edward B. Hall of Cambridge, Harvard graduate, world-traveler, and writer, is the newest member of this distinguished group. Sunday evenings at 6:45-7 over WBZ-WBZA, Hall presents an illuminating review of world happenings during the previous week. From the vantage-point of a professional news editor he is enabled to maintain in-

"PHYL COE RADIO MYSTERIES"

Philco Radio and Television
Tube Division

WOR, Tuesdays, 7:45-8 p.m.

Geare-Marston, Inc., Philadelphia

ENTERTAINING PROGRAM THAT OUGHT TO PULL PLENTY FOR PHILCO'S \$50,000 CONTEST.

First of the transcriptions to be aired in this Philco campaign was "The Case of the Dead Magician", a murder mystery. In the quarter-hour broadcast the crime is committed and solved. "Phyl Coe" is the girl-detective who solves the crime. Listeners are asked to submit their deductions as to how the crime was solved. Recordings are better than average and entire script moves along at a fast clip. Very little commercial is used. Show and contest is a cooperative deal between the manufacturer and dealers to sell Philco tubes.

timate contact with the course of contemporary events and, from the inside, to interpret what he sees for the benefit of others. The broadcast, "News Behind Tomorrow's Headlines," is far from being a dull, vapid chronology of events. The program is flavored with pungent editorial comment, is rich in classical and historical allusion and features frequent flashes of the writer's humor and practised perspective. It would not be surprising to hear it aired over an NBC network in the near future.

Manuel-Williamson

The Past Masters program of harpsichord and string chamber music continues to maintain a high standard, both in rendition and type of selection not usually heard on the air. At 10:30-11 p.m. Tuesday night on the NBC-Blue network, the program provides a restful period for those who seek a change from dance music, or even heavy symphonic works. A mezzo-contralto further enhances the program. Majority of the selections are short, thus providing a period easy to listen to. Program originates in Chicago NBC studios.

"Introducing Mrs. Jones"

This twice-weekly skit on KQV, Pittsburgh, 11:15-11:30 on Tuesdays and Saturdays, tells about the adventures of the Little Old Lady from the Old Lady's home. Heroine of plot is old lady character who is sprightly beyond her years, and has a knack of getting into more mix-ups than any normal individual. As an example of her trials and tribulations, Mrs. Jones purchases a new car and it happens to be one identical to that of a notorious gangster. She is chased by policemen, trailed by bandits, and shot at by members of rival gang. Program is written by Vickey Corey.

★ PROMOTION ★

Electric Co. Promotion

Campaign devised by Bill Craig, commercial manager of WLBC, Muncie, Ind., for Holmes Electric Co. already has broken all sales records. Radio campaign had new angle in that proprietor's personality plays a big part. Announcements hit airwaves with "Elliot Holmes would make you a good husband. He's generous. He's genial. He's thoughtful and kind." Close of announcement tells where Elliot can be found. Women flock to store to talk with the man who would make them a good husband and washing machines sales are breaking all records as a result. Mash notes also are being sent Elliot as the result of his being a model type of man any woman would like. Mrs. Holmes says she

doesn't mind the notes as long as Elliot stays home nights. Elliot is a bachelor.

WOAI Folder on Production

WOAI, San Antonio, will soon issue a new folder in colors which will deal with production at the station. The folder will show several photographs of outstanding local WOAI productions, and will carry, among other facts, the statement "More Texas advertisers spend more advertising dollars yearly on WOAI than on all other stations combined in WOAI's intensive sales area," and also "In the national field, according to a survey by Sales Management, WOAI ranks fifteenth in the United States in volume of national spot business."

★ F. C. C. ★ ACTIVITIES

HEARINGS SCHEDULED

Oct. 12: W. C. Irvin, Amarillo, Tex. CP for new station. 1500 kc., 100 watts, 250 watts LS., unlimited.

Four Lakes Broadcasting Co., Madison, Wis. CP for new station. 830 kc., 100 watts, daytime.

Nat'l Life & Accident Insurance Co., Inc., Nashville. CP for new station. 1370 kc., 100 watts, 250 watts LS., unlimited.

KFDM, Beaumont, Tex. Vol. assignment of license to the Beaumont Broadcasting Co. 560 kc., 250 watts, 500 watts LS., unlimited.

Oct. 14: United Broadcasting Co., Tulsa. CP for new station. 1550 kc., 1 KW., unlimited.

WAAB, Boston. Mod. of license to increase power to 1 KW. 1410 kc., unlimited.

Decatur Newspapers, Inc., Decatur, Ill. CP for new station. 1550 kc., 1 KW., unlimited.

Tri-City Broadcasting Co., Inc., Schenectady. CP for new station. 950 kc., 1 KW., unlimited.

Oct. 18: Voice of Detroit, Inc., Detroit. CP for new station. 1120 kc., 500 watts, 1 KW. LS., unlimited.

WWPO, Inc., Pittsburgh. CP for new station. 1120 kc., 250 watts, unlimited.

Times Printing Co., Chattanooga. CP for new station. 1120 kc., 500 watts, 1 KW. LS., unlimited.

Oct. 19: Sam Houston Broadcasting Ass'n, Huntsville, Tex. CP for new station. 1500 kc., 100 watts, daytime.

Pacific Radio Corp., Grant's Pass, Ore. CP for new station. 1320 kc., 500 watts, daytime.

Oct. 20: O. O. Burke, Dickinson, Tex. CP for new station. 1500 kc., 100 watts, unlimited.

Nov. 2: KTSA, San Antonio. Vol. assignment of license to Hearst Radio, Inc. 550 kc., 1 KW., 5 KW. LS., unlimited.

WACO, San Antonio. Vol. assignment of license to Hearst Radio, Inc. 1420 kc., 100 watts, unlimited.

KNOW, Austin, Tex. Vol. assignment of license to Hearst Radio, Inc. 1500 kc., 100 watts, unlimited.

Dec. 20: Radiotel Corp., San Diego. CP for new station. 920 kc., 1 KW., unlimited.

APPLICATIONS RECEIVED

Mittelle Franklin Noble, Anniston, Ala. CP for new station. 1420 kc., 100 watts, daytime.

Miami Broadcasting Co., Miami. CP for new relay station. 31100, 34600, 37600, 40600 kc., 15 watts.

SET FOR HEARING

Cadillac Broadcasting Corp., Detroit. CP for new station. 1140 kc., 500 watts, daytime.

Santo Sottile, Charleston, S. C. CP for new station. 1200 kc., 100 watts, 250 watts LS., unlimited.

Louis P. Thornton, Baker, Ore. CP for new station. 1500 kc., 100 watts, 250 watts LS., unlimited.

Kanawha Valley Broadcasting Co., Charleston, W. Va. CP for new station. 1500 kc., 100 watts, unlimited.

Valley Publishing Co., Harlingen, Tex. CP for new station. 1200 kc., 100 watts, 250 watts LS., unlimited.

J. T. Griffen, Fort Smith, Ark. CP for new station. 880 kc., 1 KW., daytime.

Broward Broadcasting Co., Ft. Lauderdale, Fla. CP for new station. 1370 kc., 100 watts, 250 watts LS., unlimited.

W. A. Barnette, Greenwood, S. C. CP for new station. 1370 kc., 250 watts, daytime.

Colonial Broadcasters, Inc., Savannah. CP for new station. 1310 kc., 100 watts, unlimited.

Tom Olsen, Port Angeles, Wash. CP for new station. 1500 kc., 250 watts, daytime.

Platt & Platt, Inc., Poughkeepsie. CP for new station. 1000 kc., 1 KW., limited.

Kentucky Broadcasting Corp., Louisville. CP for new station. 1210 kc., 100 watts, 250 watts LS., unlimited.

James F. Hurley, Jr., Salisbury, N. C. CP for new station. 1500 kc., 100 watts, daytime.

KARK, Little Rock, Ark. Vol. transfer of control of Ark. Radio & Equipment Co., licensee of KARK, from John Frazer to Radio Inc. 890 kc., 500 watts, 1 KW. LS., unlimited.

WNAX, Yankton, S. D. Auth. to transfer control of corp. to South Dakota Broad-

PHILADELPHIA

WFIL staff has moved into its new quarters on the top floor of the Widener Building. Completion of the studios is moving ahead, with dedicatory exercises planned for October.

Joe Gottlieb of the program department and Paul Fraley of the production department are building a permanent little theater group at WCAU. Professionals already signed include J. Barney Sherry and Arthur De Angelis.

Jack Stewart, WFIL sales manager, is spending four days each week at the station's New York office.

Lawrence Witte, radio columnist whose "Static" pillar is syndicated for 112 weekly newspapers along the Eastern coast, comes to KYW tomorrow for a weekly air gossip stanza, "Mike Notes."

Sam Serota takes over direction of WFIL's "Old Salt" program this week, succeeding Allen Franklin, resigned.

Dr. Leon Levy, WCAU president, returns to his desk and duties after a holiday week-end cruise in Atlantic waters on his yacht.

Calvin Jackson, WCAU's newest announcer, comes to radio from orchestra fields, formerly the drummer man in Harvey Marburger's band.

Norma Francis, songstress, is the newest addition to the KYW talent staff, being featured on a weekly "Stuff and Such" stanza that includes the singing of Francis Carroll, Bon Bon and Jan Savitt's studio crew.

The Taylor Grants, WCAU sports announcer, are blessed eventing.

James Tisdale, WIP staff engineer, is back at the ohms and amperes after a half-month sojourn in Cuba.

John Facenda, WIP night supervisor and chief announcer, and Dorothy Munger, have set Sept. 11 for their wedding date.

Not to be outdone by her troubadoring brother, Scott McGregor, who has been one of the melodic satellites on WIP for the past several months, his lovely-to-look-at sister, Doris McGregor, has just joined the singing corps at WIP.

Arthur Q. Bryan, erstwhile WIP announcer and script writer, has resigned from KFWB, Hollywood, and will devote his full time to film writing.

Joe Garrett, former WIP announcer, has resigned as production manager at WNEW and leaves for the west coast the first of October to continue his radio career there.

A program of organ music played by Arthur Hinett and songs of long ago sung by Bob Mack, popular baritone, will be aired weekly on KYW beginning today.

Sophie Goldsmith will again adapt the Howard Pyle Wonder Clock children stories for radio presentation this season on WIP.

Ken Miller, WIP announcer, is producing the "Umbrella Court" question and answer program starting a regular run this week.

casting Corp. 570 kc., 1 KW., 5 KW. LS., unlimited.

EXAMINER'S RECOMMENDATIONS
Abraham Plotkin, Chicago. CP for new station. 1570 kc., 1 KW., unlimited, be dismissed.

Philadelphia Radio Broadcasting Co., Philadelphia. CP for new station. 1570 kc., 1 KW., unlimited, be denied.

... Radio's own daily newspaper modestly presents a series of 200 unsolicited testimonials as to what Radioland thinks of RADIO DAILY.

WMT

Cedar Rapids, Iowa

"... I want to take this opportunity to congratulate you on your publication. Personally I think it is very interesting and I know that everyone in this organization reads it very thoroughly."

E. F. Montgomery
National Sales Manager.

ZINN & MEYER, INC.

New York City

"... I want to say that you have a wonderful paper and that RADIO DAILY is going far and wide and I am proud to be a subscriber to it."

David Rosen

WOPI

Bristol, Tennessee

"... Here's wishing you continued success. Truly, RADIO DAILY is the best publication for the industry we have ever read. Keep up the good work."

W. A. Wilson

Vice Pres and General Manager

... RADIO DAILY is seven months old. It is growing fast. It already has the confidence of a great progressive industry. Watch RADIO DAILY.



BEN LARSON, producer of the recent Milton Berle series for Gillette on CBS, arrived here a few days ago and has taken up his duties in the local Ruthrauff & Ryan office. George Jay had Olympe Bradna on his "Listen, Ladies" program over KEHE and California Radio System yesterday at 2 p.m. Today he will have Harry Sosnick, and tomorrow Virginia Verrill.

Associated Cinema is waxing 52 Kay White transcriptions for White King Soap, with Barnes-Chase Co. placing on Coast and midwest stations.

George Buckalow, formerly on sales promotion at KNX, has returned to resume that work after several months in the East.

Bill Kelso, staff announcer at KMTR, becomes night supervisor. Also takes over all sports events and special interviewing assignments.

Aerogram Corp. will produce, wax and market "Uncle Aesop's Fable Time" property of Triangle Productions, from script of Paul Irving. Designed as a five-a-week live and transcription show, with Clarence Muse in the title role.

KFAC has a new transcription series for juveniles sponsored by Gordon's Bread at 7-7:15, daily except Sunday.

With "Vox-Pop" and "Prof. Quiz" soaring in popularity, KFI now offers a similar but different one produced and conducted by Eugene Bloodgood, labeled "My Word." Bloodgood picks words commonly mispronounced and tries them on his participating audience each Wednesday night at 9.

Annual sales conclave of Radio Transcriptions of America field men wound up Saturday, with men returning to their respective territories over the weekend. Had been in session nearly month, with C. C. Pyle, president, apparently not one bit worried about the future of transcriptions.

William Kadison, onetime newspaper man on Los Angeles and Hollywood sheets, has been appointed day program manager for 3DB, Melbourne, Australia.

Walter Bunker, previously handling various NBC production assignments, has been promoted to assistant production manager functioning directly under Marvin Young.

Don Prindle, scripter for Joe Pen-

ONE MINUTE INTERVIEW

CLAUDE SWEETEN

"Agencies and sponsors are now beginning to realize the value of the western maestros. It has been substantially proven that you don't have to be from New York to be a successful radio maestro."

★ Coast-to-Coast ★

BILL HEFFERNAN, program manager at WBTM, Danville, Va., has proved to the satisfaction of owners, advertisers, and listeners, the truth of the saying that negroes are born actors. This station is now airing a weekly series of dramatizations by an all-colored cast, The Paschal Players. Only one member of the cast had ever done dramatics before, although most of them had done considerable work in musical broadcasts. Special scripts are written by Diogenes, Jr., WBTM's feature script writer and the cast is headed by Harvey Paschal, an employee of the station.

The WBTM "Theater of the Air," under the direction of Jack Black, is a high spot in the weekly schedules of the Danville station. The cast of locally selected players is doing a wide variety of dramatic presentations from farce comedy to Shakespeare. "The Theater of the Air" is broadcast every Saturday night at 7:30-8.

KOY, Phoenix, Ariz.: Fred A. Palmer, manager, is on an extended business trip to Chicago, New York and other cities. . . . Burrige D. Butler, chairman of the board of Salt River Valley Broadcasting Co. (KOY), has returned to Chicago after a Grand Canyon vacation. . . . With exclusive Transradio news for Arizona listeners, station is now giving six complete news broadcasts daily. . . . Transradio's Arizona bureau is now located in the KOY studios, with Gerald Gordon as bureau manager and Henry Poole in charge of short wave operations.

Ralph Waldo Emerson, staff organist at WLS, Chicago, will become organist at KOY, Phoenix, Ariz., for the winter season, following installation of a new Barton studio pipe organ at KOY.

Henry Hickman, the Tydol inquiring reporter on WFBR, Baltimore, is back on the job after a vacation.

KMOX, St. Louis: Jerry Hoekstra, director of public affairs department, made instantaneous recordings at several school openings this week. . . . Venida Jones, organist, has been

voted the leading organist in the midwest in a poll of 100,000 members of the Broadcast Listeners' Ass'n of America.

Lewis Charles is the latest addition to the announcing staff at WHN.

Betty Worth ("Mousey") has returned to WHN's "Broadway Melody Hour."

WRTD, Richmond: Julian Huckstep, studio engineer, resigned to pursue his education at Randolph-Macon College. . . . Station's "Do You Need A Job?" program has placed 21 applicants in jobs within two months. . . . Opening of the new Bellevue Theater was aired from the lobby by Sam Lawder, chief announcer.

Allen Trench, former sales manager of WWSW, Pittsburgh, and now commercial manager at WIRE, Indianapolis, originated two program ideas which are still being used by the former station. One was "Prof. Yes and No", a question and answer program, which he started last February. Other is "Audiographs", wherein audience is asked to guess the meaning of sound effects. Both shows sponsored.

CJOC, Lethbridge, Alberta, is the latest subscriber to the Star Radio feature, "Good Morning Neighbor". Several other stations are using the "Neighbor Club" script, Star's new merchandising tie-in, with good results.

World Peaceways program on WNYC, will have as guest speaker this Sunday at noon Armando Mencia of the legal department of the League of Nations. His subject will be, "Is Japan at War with China?" Mencia was secretary of the League from 1927 to 1934. Peaceways play will be the famed sketch, "Bury the Dead", under supervision of Dr. J. Max Weiss.

Renewals by Standard Radio ET library subscribers are KATA, Fort Worth; WDGY, Minneapolis; KRGV, Weslaco, Tex.; WBNX, New York; WDNC, Durham, N. C.; WSIX, Nashville; WESG, Elmira; KFOX, Long Beach, Cal.; and KCMO, Kansas City.

goes network over the California Radio System today at 9-9:30 p.m.

Mortimer Smith, NBC engineer, is wearing a grin a yard wide because of the recent arrival of Richard Sewell Smith who weighed in at 9 pounds, 12 ounces.

Gary Brackner is handling the commercials for the remaining Ken Murray broadcasts, permitting Ken Niles to devote his time to "Hollywood Hotel." Dick Joy is doing a similar chore on "The Newlyweds" in the absence of Don Forbes.



FRED ECKHARDT, JR. has joined staff of Edward W. Cunningham as assistant to vice president at NBC.

Leo Salkin, manager of Consolidated Radio Artists, recently back from a midwest trip, off to Rochester, Ind., for one more round of fishing before fall.

Wade Grinstead, of WBBM sales promotion staff, back from vacation spent mainly at hospital where wife presented him with new boy.

Quin Ryan, manager of WGN, back from Alaskan cruise.

Tom Fiszdale has landed the Quaker Oats account which has "Kaltenmeyer's Kindergarten" and "Aunt Jemima" of the Air on NBC.

Commonwealth Edison has dropped its two shows, "Charlie on the Spot" and Kaye Brinker's "Everywoman," now that the refrigerator season is over. Reported considering new radio plans. Lord & Thomas handles the account.

Fred Weber, Mutual co-ordinator, and wife Ruth Betz in town on business. Ruth is working on P. & G.'s new show, "The Road to Life."

Manager Jay A. Jones of the Edgewater Beach has written a new tune titled "Melody" which Bandsman Roger Pryor has been plugging over WBBM-CBS.

Dick Wells eloped to Crown Point, Indiana with Teresa Hubbs of Kansas City, a sweetheart of his boyhood days.

Maybelline is reported considering going back on the air. Account last season used Freddy Martin's orchestra and Betty, Jean and Jim.

Sally Jo Nelson, staff songstress of WGN, is making a personal appearance this week at the Oriental theater.

Stanley Hickman, long top tenor with Ted Fio-Rito, is singing on the staff of WCFL.

"Only Ones" Changing Spot

"The Only Ones", novelty human interest program which recently started on WMCA in a Saturday night spot, will next be heard as a Sunday feature beginning Sept. 26. Sam Hammer produces the show, with Andrew Stanton as emcee.



Greetings from Radio Daily

September 9
Betty Howard
Billy Dauscha
Ed Prentiss



RADIO DAILY

Serving the Better Interests of Commercial Radio and Television



VOL. 2, NO. 50

NEW YORK, N. Y., FRIDAY, SEPTEMBER 10, 1937

FIVE CENTS

"Time" Switching to NBC

COMMERCIAL PROGRAMS BEING ADOPTED BY WEW

St. Louis—WEW, the St. Louis University (Jesuit) station heretofore used only for educational and religious purposes, starts broadcasting commercial programs next week, according to A. S. Foster, business manager. Rev. Wallace Burke, S.J., formerly in charge of WWL, operated by Loyola University, New Orleans, (Continued on Page 2)

New Mexico Broadcasters Hold Fall Meet Sept. 28

Carlsbad, N. M.—The New Mexico Broadcasting Association, comprising six of the seven stations in the state of New Mexico, will hold its fall meeting here Sept. 28 as guests of KLAH. Officers of the association are: Mike Hollander, KGGM, Albuquerque, president; Jack Hawkins, KLAH, Carlsbad, vice-president, and J. L. Martin, KRQA, Santa Fe, secretary-treasurer.

Chas. Ritchie Appointed Sales Manager at KANS

Wichita—Herb Hollister, general manager of KANS Broadcasting Co., has appointed Charles Ritchie as manager in charge of sales. Ritchie (Continued on Page 3)

3 Get New CBS Contracts

Columbia Artists, Inc. yesterday set the following contracts: Brewster Morgan, director of the recent Shakespearean cycle, signed to a director's management contract until Aug. 25, 1938; Howard Barlow, music director, re-signed for one year from Oct. 11; John Reed King, renewed, effective Oct. 6 for 52 weeks.

Ascap Doesn't Tell

Belief among broadcasters that Ascap has divulged figures on station earnings to the AFM is vigorously denied by Ascap officials. They state that it is specifically implied in their contract with stations that all figures supplied the society are to be kept secret; also that even few Ascap officials have access to such matters.

Radio Law Courses

Washington Bur., RADIO DAILY

Washington—John William Guider, radio law expert, has been appointed to the graduate faculty of Georgetown Law School to give courses in radio and air law.

Widely known as a communications specialist, Guider is chairman of the American Bar Association's committee on communications, also chairman of the executive council of the international committee on radio, American section.

THEATERS EXPERIMENT WITH RADIO ON THE BILL

West Coast Bureau, RADIO DAILY
Los Angeles — Fox-West Coast Theaters is experimenting with tuning-in the Ed Lowry "Singtime" program in various circuit theaters as part of the regular movie program. Tried out in Redondo Beach and El (Continued on Page 3)

KIUN in New Quarters

Pecos, Tex. — KIUN, "The Voice West of the Pecos," recently moved into a new and modern building of its own. The building houses studios and business offices, with the trans- (Continued on Page 2)

Lowell Thomas Decorated

The President of France has conferred upon Lowell Thomas, NBC commentator, the rank of Knight of the Legion of Honor.

Early Solution is Expected In A. F. of M.-Radio Situation

More Restrictions Placed On Canada Broadcasting

Toronto—Canadian Broadcasting Corp. directors now in special session here to discuss control by the corporation of all radio stations, and to set forth a new set of codes, have placed restrictions on liquor advertising, commentaries on stock market prices and birth control, also banning all recorded programs between the (Continued on Page 2)

Program is Transferring from CBS to 9 o'clock Night Spot on NBC-Blue, Plugging Two Weekly Magazines

CARBORUNDUM COMPANY IS RESUMING OVER CBS

Carborundum Co., Niagara Falls (abrasives), will return to CBS on Oct. 16 at 7:30-8 p.m. Sponsor has been a consistent user of CBS time for 12 years. Batten, Barton, Durstine & Osborn placed the account.

KIUL Business Gains 400% in Four Months

Garden City, Kas.—In the four months since KIUL has been back under its original management, with F. D. Conrad as owner and manager, the station's commercial programs and spot announcements have gained over 400 per cent, according to Clem Morgan of Garden City Broadcasting Co. This is believed to be something of a record for a 100-watter, located (Continued on Page 3)

Gen. Mills Disks Delayed

Chicago—Due to illness of Helen Gahagan, star, waxing of General Mills' "Love for a Day" has been put off indefinitely. Kirby Hawkes, radio director of Blackett-Sample-Hummert agency, has hopped back here from Hollywood, where Miss Gahagan was stricken by flu.

"March of Time" will move to the NBC-Blue network, beginning Thursday, Oct. 14, at 9-9:30 p.m., under sponsorship of Time, Inc., weekly magazine, and Life, weekly picture paper. Program has been on the air for seven seasons starting on CBS in March, 1931. Reason for the switch is attributed to the possibility of a larger audience at 9 p.m. as against the 10:30-11 p.m. now on CBS. Show uses more than 30 actors and actresses on each broadcast, 19 musicians, eight production, service and (Continued on Page 3)

CYCLE TRADES CAMPAIGN STARTS SEPT. 26 ON NBC

Cycle Trades of America (bicycle trade ass'n) on Sept. 26 will start a nationwide variety show on the NBC-Red network, 3:30-4 p.m. Bill Slater, ex-NBC sports announcer, will be on the show. Campbell-Ewald of New York is the agency.

Lucky Strike Program Changes Policy Sept. 27

American Tobacco Co., (Lucky Strike cigarettes), Edwin C. Hill program, effective with the renewal Sept. 27, will undergo a change in policy. Entitled "Your News Parade," the show has been running Monday through Friday at 12:15-12:30 p.m. with a repeat airing at 2:30 p.m. for the west. On Sept. 27 the (Continued on Page 2)

Burns-Allen Recess

George Burns and Gracie Allen, heard Mondays at 8-8:30 p.m. over NBC-Red network for Grape Nuts, will take a four-week vacation after the Oct. 4 broadcast. After a month in New York, they return to their air spot Nov. 8. Guest stars will be used on the program during their absence.



Vol. 2, No. 50 Fri., Sept. 10, 1937 Price 5 Cts.

JOHN W. ALICOATE : : : Publisher
DON CARLE GILLETTE : : : Editor
MARVIN KIRSCH : : : Business Manager

Published daily except Saturdays, Sundays and Holidays at 1501 Broadway, New York, N. Y., by Radio Daily Corp. J. W. Alicoate, President and Publisher; Donald M. Mersereau, Treasurer and General Manager; Chester B. Bahn, Vice-President; Charles A. Alicoate, Secretary; M. H. Shapiro, Associate Editor. Terms (Post free) United States outside of Greater New York, one year, \$5; foreign, year, \$10. Subscriber should remit with order. Address all communications to RADIO DAILY, 1501 Broadway, New York, N. Y. Phone Wisconsin 7-6336, 7-6337, 7-6338. Cable address: Filmday, New York. Hollywood, Calif.—Ralph Wilk, 6425 Hollywood Blvd. Phone Granite 6607.
Entered as second class matter April 5, 1937, at the postoffice at New York, N. Y., under the act of March 3, 1879.

FINANCIAL

(Thursday, Sept. 9)

NEW YORK STOCK EXCHANGE

	High	Low	C'ose	Net Chg.
Am. Tel. & Tel.	163 3/4	162 1/2	163	+ 1/4
CBS A	26	25 1/2	25 1/2	...
CBS B	25 1/2	25 1/4	25 1/2	...
Gen. Electric	49 7/8	48 5/8	49	+ 1
North American	23 1/4	22 3/4	23 1/4	+ 1
RCA Common	10 3/8	10	10 1/4	+ 1/4
RCA First Pfd.	69 1/2	67 5/8	67 5/8	- 1 5/8
Stewart Warner	16	15 1/8	15 3/4	+ 5/8
Zenith Radio	39 3/4	38 5/8	38 3/4	+ 1

NEW YORK CURB EXCHANGE

Hazeltine Corp.	15 3/4	15 3/4	15 3/4	...
Majestic	2 1/2	2 1/2	2 1/2	...
Nat. Union Radio	1 3/8	1 1/4	1 3/8	+ 1/8

OVER THE COUNTER

	Bid	Asked
Stromberg Carlson	12	13 1/2

Cudahy Adds 8 Stations

Cudahy Packing Co., sponsor of "Bachelor's Children," script show heard Monday through Friday over CBS at 9:45-10 a.m., will add eight stations to the network Sept. 27, when program celebrates its first anniversary on the network. Stations to be added are WOKO, KNOW, WCHS, KRNT, KMBC, KFAB, WHAS and WCCO.

Invitation TODAY



WALDORF-ASTORIA
SUITE 8, R-5

STEPHEN SLESINGER, INC.
Exclusive Representatives

Commercial Programs Being Adopted by WEW

(Continued from page 1)
has been placed in charge of WEW. He also brought Foster from WWL. Entire program structure of WEW will be changed. Downtown studios will be opened, with temporary quarters in Hotel Mayfair. Station is a 1,000-watter on 760 kc., operating from 6 a.m. to sundown.

Lucky Strike Program Changes Policy Sept. 27

(Continued from page 1)
repeat broadcast will be dropped, and a network of 75 stations will be used on the 12:15 p.m. broadcast. Honolulu stations now carrying the shows will be dropped after the Sept. 24 airing. Program has been renewed until Dec. 31, 1937.

WCOA Starting Work On 1,000-Watt Plant

Pensacola, Fla. — Having received final approval of its request to double power, making it 1,000 watts, WCOA is immediately starting construction of its new plant. Henry G. Wells, general manager, states that plans for the new broadcasting plant, which will be located on the west side of the north approach to the Pensacola bay bridge, include a scientifically-built reinforced concrete building which can be hermetically sealed in high water or storms. It will be of modernistic design and of a new type of construction approved by expert radio engineers.

Mutual Schedule Changed

Mutual programs from the coast will undergo a shakeup tomorrow, with Frederick Stark's "Ecstasy" and David Broekman's "Music of the Stars" being cancelled, while The Hancock Ensemble makes its debut at 8:30-9 p.m., followed by "Louisiana Hayride" for a half-hour, another musical group at 9:30 and George Fischer's "Hollywood Whispers" at 9:45-10.

Samuel C. Fuller to WLW

Pittsburgh — Samuel C. Fuller (Uncle Sammy), director of the Kid-dies Klub and other KDKA programs, has resigned to join the production department of WLW, Cincinnati, on Sept. 27. He has been with KDKA for five years.

Archie Hall Joins KVOD

Archie Hall resigned a position as program director at KOBH in Rapid City and has moved into the production department of KVOD, NBC-Blue outlet, Denver.

MARTIN BLOCK'S "Make-Believe Ballroom"

A WNEW FEATURE
1250 Kc.
10 TO 11 A. M. 6 TO 7:30 P. M.

More Restrictions Placed On Canada Broadcasting

(Continued from Page 1)
hours of 7:30 p.m. and 11 p.m. unless special permission is obtained from the CBC.

Recording ban is aimed to encourage "live" talent in the Dominion. CBC believes that growing use of recorded broadcasts is discouraging newcomers to the radio ranks. Stock market ban was decided upon when CBC received numerous complaints from listeners who had taken advice of commentators and claimed to lose large sums of money as a result.

KIUN in New Quarters

(Continued from page 1)
mitter remaining at the old location a mile north of the city of Pecos. KIUN has an enviable reputation among smaller stations in West Texas, because of its success in developing community programs. At present seven daily programs for neighboring towns are being carried over the station.

Jack Hawkins, manager of KIUN, Pecos, and also of KLAH, Carlsbad, has added Transradio News at Pecos. News is being flashed five times daily at present.

Earnshaw Adds Subscribers

West Coast Bureau, RADIO DAILY
Los Angeles—Earnshaw Radio Productions, Earnshaw-Young, Inc., reports daily additions to the list of subscribers for their "Hollywood Nite Letter." In script form, this daily airmail service includes fashion hints, recipes, personal experiences, intimate glimpses into the homes of stars and news of studio production activities, all written by Dorothy West in a chatty informal style and so constructed that a paragraph or two may be lifted for insertion in any program, or the letter material used "as is" to form the basis of a 15-minute spot.

WNEW's Football First

First football score period of the season will be aired by WNEW on Sept. 18 at 8:45 p.m., with Richard Brooks giving results of a dozen or so daytime games. Night games will be reported by Stan Shaw at 2:45 the following a.m. The official football broadcasts on WNEW start Sept. 25 with a three-hour session beginning 2:45 p.m.

WNEW will air play-off games in the International League (baseball) from Newark starting Sept. 14 at 3 p.m. with Earl Harper at the mike.

Campana's Chatterer

Chicago—Sheilah Graham, London actress and movie columnist for NANA, will be film commentator on Campana's "Vanity Fair," starting Sept. 20 on NBC-Blue, with Cal Tinney as pilot and Bob Trendler's orchestra.

Arthur Boran Booked

Arthur Boran, CBS mimic-comedian, opens a personal appearance engagement today at the Hippodrome Theater, Baltimore.

COMING and GOING

SIDNEY LYPTON, orchestra leader at Grosvenor House, London, is in town here for a week, sails back aboard the Berengaria on Sept. 11.
JAMES SAPHIER leaves for Hollywood today on business and will be away for two weeks.

BILL BACHER left New York en route to Hollywood last night after completing a deal for a new air series in co-operation with M-G-M.
DINTY DOYLE left for Hollywood last night and will be gone three months.

VIRGINIA BAKER left for Buffalo yesterday with her husband, NORMAN WALTERS.

JACK OSTERMAN leaves for Cleveland after his appearance on the "Hammerstein Music Hall" program tonight.

RUDY VALLEE leaves for Maine within a few days.

MONTE PROSER leaves for Hollywood on Monday to transact some business there.

GUY LOMBARDO returns from Toronto in time for his Sunday program.

DOROTHEA LAWRENCE entrains for two weeks in Montreal this morning.

ARTHUR BORAN is in Baltimore for a week.

ARTHUR VERNON JONES, who has done comedy in West Coast programs and recently completed his contract with Hal Roach-M-G-M, is in New York to talk about radio shows. He is being handled by Kass-Tohrner, Inc.

RALPH TURNER, business manager for NEA Service, Inc., is in New York from the Cleveland office and will be at the Waldorf-Astoria, where Stephen Slesinger, Inc., representatives for NEA Radio News Features, has taken a suite for today.

PAULINE SWANSON, manager of the Robert Taplinger West Coast office, leaves Monday for a two-week vacation at Malibu.

JOHN D. MCTIGUE of NBC night press department, off on a two-week vacation.

GENERAL HUGH S. JOHNSON will be in town Monday to confer with NBC officials over his forthcoming Bromo-Quinine series.

LESLIE JOY, manager of KYW, is in town.

FRANK R. MCNINCH, new chairman of the FCC, was in Hyde Park, N. Y., yesterday conferring with President Roosevelt on plans for the pending reorganization of the FCC.

JAMES W. BALDWIN, managing director of NAB in New York to attend the associations board of directors meeting to be held here, Sept. 10.

2 Stage Plans on NBC

"Virginia," new operetta at the Center Theater, will be given an excerpt airing Sunday over NBC-Blue at 12:30-1:30 p.m. Principals of the show, including Ann Booth, Nigel Bruce, Gene Lockhart, Buck and Bubbles, Mona Barrie, Ronald Graham, Lansing Hatfield, Dennis Hoey, Bertha Belmore, Avis Andrews and Will Vodery's Negro choir will appear.

Another NBC-Blue presentation Sunday will be "Dr. Faustus," by Christopher Marlowe, adapted for radio by Lester O'Keefe, to be aired at 8-9 p.m. with cast including Alfred Shirley, Charles Webster, Richard Gordon, Arthur Maitland, Barbara Weeks, Peggy Allenby, William Shelley, Eric Dressler, John McGovern, William Podmore, Joseph Granby, Bennett Kilpack, Thomas Coffin, Jane Hamilton and Junius Mathews.

Lombardo Anniversary

Guy Lombardo on Sunday celebrates his first anniversary on the Bond Bread program.

AL DONAHUE

Now Appearing
ROOSEVELT HOTEL,
New Orleans
Opens at the Rainbow Room Oct. 6th
For Fall and Winter Season
Fourth Return Engagement

EXPECT EARLY SOLUTION IN AFM-RADIO SITUATION

(Continued from page 1)

place at 10 a.m. and the second at 2 p.m.

IRNA committee met with Weber of the AFM at his offices early in the day and informed him that the broadcasters it represented were willing to put back a number of musicians and expend the additional money such employment involved. Exactly how many musicians or how much money was not arrived at, and the conference was adjourned until 9 p.m. last night. With Pres. Weber at the conferences were Fred W. Birnbach, secretary of the AFM, and A. C. Hayden of Washington, both members of the AFM executive committee. Following the talk, Weber conferred via long distance phone with virtually all members of the Executive Committee not present. Later Weber told RADIO DAILY that he was confident progress was being made, all things considered, and that a solution might be reached shortly. Weber said he appreciated the fact that it was difficult for the IRNA committee to talk for the entire industry, or do anything beyond its limited powers.

Also meeting this morning is the NAB board of directors. Although the NAB has been invited to join its membership in a meeting with the IRNA, or hold a separate meeting on the AFM situation, latest report is that the IRNA committee has no indication of just how the NAB will act or react to any definite move made by the independently-owned stations affiliated with networks. So far the NAB has not committed itself, officially.

NBC executives in town for the AFM parleys are: Niles Trammell, v.p., central division; Frank Russell, v.p., Washington; Don Gilman, v.p., west coast; John Shepard 3rd, WNAC; Paul Morancy, WTIC; Jack Boyle, WJAR; John J. Storey, WTHC; Clair McCullah, WDEL; Hope Barroll, WFBR; H. W. Batchelder, WFBR; Joseph Imbrogiolo, WFBR; E. H. Trumley, WBEN; E. C. Pulliman, WIRE; Stanley Hubbard, KSTP; Walter Evans, WOWO; Clarence Leich, WGBF; Herbert Hollister, KANS; Campbell Arnoux, WTAZ; Richard Mason, WPTF; R. S. Morris, WSOC; Don Elias, WWNC; Ed Hamlin, KSD; H. C. Wilder, WSYR; E. A. Hanovan, WHAM; William Fay, WHAM; Eugene Carr, WGAR; H. Slavick, WMC; Harold Meyer, WSUN; Walter Tyson, WFLA; S. Babcock, WROL; Darrold Kahn, KFDM;

HELENA BLUE'S SEVEN STRINGS

Popular music in a modern and distinctive style. An all-girl string combination.

RADIO DEBUT
GULF GAS PROGRAM
Sunday Evening, Sept. 12th, 7:30 EDT
COLUMBIA NETWORK

Program Comments

Leo Reisman

Resuming under the sponsorship of F. & M. Schaefer Brewing Co., but over WEA, after having done a stint over WOR for the same firm last season, Leo Reisman returned to the air last night with a generally smart, tuneful and altogether enjoyable program. Talent working with Reisman's orchestra includes Ray Heatherton, as featured vocalist, and a rhythmic and tuneful chorus group. Initial program was typical of Reisman's former offerings, with the orchestra doing "St. Louis Blues", "Vienna Life" by Johann Strauss, "Whispers in the Dark" and "Have You Got Any Castles, Baby?" the latter two with choral augmentation, while Heatherton sang "I Know Now" and "Where or When", and the chorus also did "'Cause My Baby Says It's So".

Performance moved along with snap, and commercials were not overdone. BBD&O is the agency for Schaefer.

Lewis Browne

Pinch-hitting on CBS at 7:30-7:45 last night for the touring H. V. Kaltenborn, Lewis Browne did a very unconvincing job of relating world news. Whereas Kaltenborn is known as one of the more fearless com-

mentators, his substitute leans in the opposite direction in attempting to avoid committing himself. With a wealth of material to choose from, Browne picked one subject for his entire broadcast, and as a result became monotonous toward the finish.

Briefly

Eve Ve Verka, who guested on Thursday's Hecker "Information Bureau", over WOR-Mutual, is among the best of the femme commentators who talk on beauty, youth and general feminine topics. Her voice and style of delivery, as well as material, held attention.

Jessica Dragonette had one of her most entertaining productions over CBS Wednesday night when she did "The Blue Paradise". It afforded opportunity for some modern as well as the older musical numbers, which Miss Dragonette, Charles Kullman and the orchestra did full justice.

Connie Boswell's guest vocalizing was the high spot on Wednesday night's Ken Murray program over CBS.

Harold Reinke, WDAY; William Pyle, KVOB.

CBS executives in town include: J. Thomas Lyons and Lewis M. Milbourne, WCAO; Allen T. Simmons, WADC; I. R. Lounsbury, WGR-WKBW; Luther L. Hill, KRNT; Franklin M. Doolittle, WDRC; Arthur B. Church, KMBC; W. L. Coulson, representing WHAS and WFBM; Howard Clark, WJAS; Clarence Wheeler, WHEC; Samuel Woodworth, WFBL; Edgar Bell, representing KLZ and KVOR; Fred Moats, KRLD; Joseph Maland, WHO; J. Leonard Reinsch, WHIO; Joseph Calkins, WESG; Edney Ridge, WBIG; Mrs. Jacobsen, representing KFBB and KGVO; Vincent Callahan, WWL; Harold Danforth, WDBO; C. W. Myers, KOIN; Frank Megargee, WGBI, and C. T. Lucy, WRVA.

Also T. W. Symons, KFPY; A. S. Moffatt, WMAS; E. J. Jansen, KVI; Don Searle, WIBW; Dale Robertson, WIBX; D. A. Kahn, KGKO; Warren P. Williamson, WKBN; H. K. Carpenter, WHK-WJAY; John A. Kennedy, WCHS and WPAR; H. B. Wooten, WREC; A. L. Chilton, representing WGST and KLRA; K. G. Marshall, representing WBRC and WMBR; Ralph Nicholson, representing WDAE, WQAM, WJNO and WTOG; Edgar L. Bill, WMBD; N. L. O'Neil, WSJS; W. S. Cherry, WPRO; Richard Borel, WBNS; B. F. Orr, KTRH; Harry Sedgwick, CFRE, and Ray P. Jordan, WDBJ. Representatives will also be present for WOKO, KGLO, WDOD, WBNF, WHP, WMMN and KOH.

KIUL Business Gains 400% in Four Months

(Continued from page 1)

in a section that was formerly known as the dust bowl.

KIUL is now using five announcers, against two formerly, and is giving 12 newscasts daily. The KIUL Barn Dance recently went big-time and moved into the Ritz Theater under sponsorship that will run indefinitely.

"TIME" IS TRANSFERRING FROM CBS TO NBC-BLUE

(Continued from page 1)

sound experts and 11 editorial and research workers. William Geer (Times staff) is editor. Homer Fickett and William Spier are production directors, and Howard Barlow, musical director. Same style of six to eight dramatic sequences will be used. BBD&O is the agency.

Chas. Ritchie Appointed Sales Manager at KANS

(Continued from page 1)

is well known throughout the Middle West, having served for the past several years as director of sales for Derby Oil Co. He is a member of the Wichita Club and past-president of the local Advertising Club.

Theaters Experimenting With Radio on the Bill

(Continued from page 1)

Centro houses, audience reception was such that Bakersfield, Hermosa and Pomona houses were added this week.

TONIGHT

Coca-Cola

PRESENTS

The Song Shop

A NEW RADIO SHOW



A friendly 45 minutes of good music, good songs, and good fun.

Starring

KITTY CARLISLE

Featuring

FRANK CRUMIT

Reed Kennedy... Alice Comett
The Song Shop Quartette

24-Voice Glee Club

under the musical direction of

GUSTAVE HAENSCHEN

with a 50-piece orchestra

COLUMBIA NETWORK
10 o'clock E.D.T.

EVERY
FRIDAY
NIGHT

★ F. C. C. ★ ACTIVITIES

APPLICATIONS DISMISSED
Ohio Broadcasting Co., Canton, O. CP for new station. 1310 kc., 100 watts, daytime.
Enterprise Co., Beaumont, Tex. CP for new station. 1350 kc., 250 watts, 500 watts L.S., unlimited.

Salinas Newspapers, Inc., Salinas, Cal. CP for new station. 1390 kc., 250 watts, daytime.

EXAMINER'S RECOMMENDATIONS

WKBH, La Crosse, Wis. App. for renewal of license and authority to transfer control of corp. to Harry Dahl be granted. 1380 kc., 1 KW., unlimited.

Earle Yates, Las Cruces, N. M. CP for new station. 930 kc., 500 watts, daytime, be denied.

"Ballroom" Comes to Life

Martin Block's "Make-Believe Ballroom," famed WNEW recorded show, came to life at 6 p.m. last night when Fats Waller and his orchestra made a personal appearance on the program. Block plans to use a live orchestra from time to time.

Dorothea Lawrence to Canada

Dorothea Lawrence, opera singer, leaves today for Montreal, where she will make radio appearances in addition to enjoying a two-week holiday.

Francis X. Bushman to WGN

Francis X. Bushman, idol of silent films, is joining WGN radio programs, his first appearance to be Sept. 16 in "Curtain Time."

Jean Ellington Renewed

NBC Artists Service has renewed its contract with Jean Ellington for another year.

NEW BUSINESS

KJR, Seattle

Pacific Outfitting Co., serial "Trail Blazers," by David Halpern.

WNEW, New York

Schattner's Shoe Shop (Conformal shoes), disks, through Newman Associates.

WDAF, Kansas City

Philco, "Phyl Coe" mysteries; K. C. Bible College, daily except Sunday, 30-minute religious music and addresses.

WICC, Bridgeport

Philco, "Phyl Coe" Radio mysteries.

AD AGENCIES

TOM REVERE, director of Benton & Bowles radio department, has arrived in Hollywood, accompanied by Donald Cope, who will take over duties of production supervisor. Cope is well known in Coast radio circles, having been Pacific Coast production head for NBC prior to joining Benton and Bowles' New York office in 1935.

HERSCHEL WILLIAMS, producer of "Show Boat" for Benton & Bowles agency, is taking a month's vacation on orders of his doctor. He has arrived in New York.



● ● ● Palmolive Beauty Box fades from the nets Oct. 6, with Jessica Dragonette, Charles Kullman and Al Goodman's ork. Al has been on the show for three years....A Chi. account will have Mary Small's "Junior Revue" tied up with Ed Wolf before the next airing....Cappy Barra and his harmonics go NBC Sept. 29 for 13 weeks....The Benny Davis "Stardust Revue" on MBS switches to a 9:30 spot Sunday....Is that M-G-M show for General Foods going to replace "Show Boat" for Maxwell House Coffee?...Politicians offered A. L. Alexander \$1,500 per speech (four of them!) to campaign in the coming election! A. L. refused the offer, not wishing to tangle up in political fights....Lester Linsk of Philly is with Rockwell-O'Keefe on the coast now....Max Baer is definitely set to wield a baton over the heads of AFMen at one-nighters....The reason Frank Curley (Baby Rose Marie's pappy) has been seen outside of the Roxy stage-door while his kid was performing—is to offset legal tampering with the show!

● ● ● Here we go again! A memo from our circulation dept. says that the head of Packard Motors wanted a subscription to RADIO DAILY and had filled out a voucher for the \$5....Well, there were at least ten signers to the request—with a detailed report on our functions PLUS a listing of rules under which requisitions might be made....Anyway, the five spot was granted—with a notation that Packard Motors must be the receiver!...WBT, Charlotte, is the real reason why the "Big Apple" dance stepped out!...Bill Schudt Jr., station manager, saw the dance taking high favor at the beach, looked into its beginning and sent a special events man to Columbia, S. C., and the "Big Apple" negro night club to get the originators for an air show....Thus he gave the first big airing to a dance that has since swept the land!

● ● ● A. & P.'s return to the air this season will be with a subscribed series titled "Love Story of Ann and Paige," with Mimic Arthur Boran set to do "Paige"....Virginia Baker, who was femme interest in the "Bill and Ginger," show was hitched to Hecker exec Norman E. Walters of Buffalo and will retire to reside there....Vincent Lopez returns to the Astor Grill (as intimated here weeks ago!)...Mac Green has left Marlo Music....Sid Schwartz has resigned from WNEW as publicity head....Singer Marcia Lloyd is back from four months of retirement in Ohio....Tommy Dorsey's vocalist, Edythe Wright, is reported leaving for Arizona or Colorado....Bill Gernand's trip to the coast will be to close a Universal picture deal for Prof. Quiz....A q. t. audition was piped the other day featuring David Ross, Joey Nash and organ-pumping which is to be sold as an a.m. show....At the James Cagney preview of "Something to Sing About" even the "pass"-engers applauded. It's swell entertainment....We repeat an item of many, many editions back (just to hear a few denials—we DARE): Fred Waring will head an air show for Old Gold this season!

● ● ● WIP, Philly, will be divided between Inter-City and Mutual....When Brewster Morgan, former CBS director, visited his home-town radio station, KCKN, Kansas City, Kas., while seeing his folks, he was greeted by such a crowd of old friends, schoolmates and acquaintances that it was difficult to complete plans for an air interview....Ralph Nelson, program director, learned of B. M.'s presence in the town and didn't have much trouble getting Morgan to grant an interview to his old friends....As soon as details for the show were set, announcements were made at hourly intervals on the station....So, when the time approached for the program to be aired, so many of his friends and people "who-knew-him-when" arrived to get a glimpse of a local hero—that it was impossible to carry on!...Morgan promised to make another appearance in the future—he liked it so much!

PROMOTION

Iowa Network Corncobs

Iowa Broadcasting System of Des Moines is distributing corncob pipes with the call letters of its stations, KSO, KRNT and WMT stamped in red around the yellow corncob bowl.

Accompanying the pipe is a letter from Craig Lawrence, commercial manager, pointing out that the pipe is a symbol of Iowa's \$600,000,000 corn crop, which means plenty of spending money for advertisers to go after.

A few words about desirable IBS programs also are included.

WHK Market Data Folder

A booklet giving briefly summarized and illustrated market and circulation data has been issued on behalf of WHK, Cleveland, NBC-Blue network outlet.

Camel Adds 3 Stations

When the CBS-Camel cigarette show expands to the full-hour 9:30-10:30 p.m. period on Sept. 28, three stations (WKBB, WCHS and KOY) will be added to the network. William Esty has the account.

Eton Boys' Sixth Year

The Eton Boys begin their sixth year over CBS on Sept. 20 when they start a new series of programs to be aired Mondays and Wednesdays from 5:15-5:30 p.m. over a combined coast-to-coast and Canadian hook-up. New set-up marks the largest network the boys have enjoyed while broadcasting as a sustaining feature of the network.

Son for Bernardine Flynn

Chicago — Bernardine Flynn, the Sade of "Vic and Sade," is the mother of a seven-pound boy, born Wednesday night, just eight hours after the mother finished her radio stint. She will be written out of the script for a week or two.

GUEST-ING

RAYMOND SCOTT QUINTET, VI-OLET MELE and LES LIEBER, on "Swing Club," Sept. 18 (CBS, 8 p.m.)

THREE MARSHALLS, on Harry von Zell's Gulf program, Sept. 12 (CBS, 7:30 p.m.)

RAMON NOVARRO, on "Professional Hour," tonight (WMCA, 9:30 p.m.)

MARGARET SPEAKS, interviewed on Nellie Revell program, Sept. 14 (NBC-Red, 5:15 p.m.) WALTER O'KEEFE, same program, Sept. 21; HELEN TRAUBEL, Sept. 28; STOOP-NAGLE and BUDD, Oct. 5; ERNO RAPEE, Oct. 12.

FREDDIE FISHER'S SCHNICKEL-FRITZ BAND and BATTLING NELSON, on NBC Jamboree, tomorrow (NBC-Red, 10 p.m.)

ARTHUR DONOVAN, boxing referee, on Dick Fishell program, tonight (WMCA, 6:30 p.m.)

JIMMY DORSEY and ALEC TEMPLETON, on "Swing Club," tomorrow (CBS, 8 p.m.)



ORCHESTRAS - MUSIC



DON MORRISON, who played opposite Ida Lupino in the Chase & Sanborn sketch Sunday and in Helen Menken's serial in the east, has decided to become a Californian and will remain here indefinitely.

Al Jolson, Martha Raye, Parkyakarkus and entire cast of the new Jolson show, together with radio scribes, wine and dined at the Clara Bow-Rex Bell IT Cafe following the Tuesday broadcast.

Syd Cornell and Latham Ovens arrived to work with Don Prindle, in last week, on the script of the new Joe Penner series. Nate Tufts, producer, also arrived over the weekend.

Donald Novis is back at the Coconut Grove, where he got his start. Gus Edwards "School Days of the Air" shifts from Monday to Sunday night, 7:30-8:00, over KFWB-KNX and CBS Pacific Coast.

Gaylord Carter, featured organist on KHJ, joins the Raymond Paige orchestra for the Packard broadcast. Carter also will demonstrate his facility with a Hammond electric organ at the Paramount Theater this month.

J. Walter Thompson Co. sponsored a "press preview" of the new Hammond Organ Studio, 3328 Wilshire.

KECA gets "Moving Stories of Life" on Sept. 28 when Lyon Van & Storage starts a 52-week contract. Alice Faye and Tony Martin, newlyweds (they eloped to Yuma on Sept. 4), have received the blessings of their film studio, 20th Century-Fox, which originally placed a no-marriage clause in their contracts.

Sidney B. Gaynor has been upped from the sales staff to the post of assistant commercial manager at KHJ.

Jack Owens, KEHE songsmith, has sold his "Round-Up Time in Reno" to Republic Pictures for Gene Autry's use in "Manhattan Merry-Go-Round."

The CBS Sunday "West Coast Church of the Air" switches from the current 1:30-2 p.m. spot to an early morning 8-8:30 groove on Sept. 26. First under the new schedule is from KOIN, Portland, Ore.

Charles Bulotti, who resigned as program director of KHJ recently, planned out for New York on a deal for a new network job.

John Conte, KHJ announcer, was set by Bob Braun of Thomas Lee Artists Service for a good role in Paramount's "Yesterday's Cheers."

Roy Grande, KNX continuity staff, checked in from combined vacation and honeymoon.

Joe Thompson, NBC, and Glan Heisch, KFI-KECA, off on the annual vacation.

Th Beverly Hillbillies, KMCP standbys for years, go into Tex Ritter's current "Tex Ritter with the Boy Scouts."

Eddie Oliver, who has been providing the music at swank Cal-Neva during the past season, is en route to New York and Europe. Set by Music Corporation of America for six

NYE MAYHEW and his orchestra will open at the Statler Hotel, Boston, Sept. 30, with a CBS wire originating from WEEL. Now heard four times weekly over Mutual from the Glen Island Casino, New Rochelle, N. Y., Mayhew will be making his second appearance at the Statler, having played there for a nine-month engagement last winter. Doug Newman, Jimmy Fitzpatrick, Al Carney and Gus Mayhew, the latter formerly of Hal Kemp's orchestra, will share vocal honors. A popular female radio vocalist will also be featured with the band. Mayhew concludes his Glen Island engagement Sept. 12.

Laszlo Barta, eminent Hungarian concert pianist, who just arrived in this country after a concert tour of Europe and Asia, will make his first guest appearance in this country tomorrow in the Georgia Room of the Hotel Piccadilly, as a gesture to his brother, Jeno Barta, musical director of the hotel. Immediately after the dance session in the Georgian Room, Laszlo will give a "Concert Miniature" during which he will introduce the newest in Hungarian music.

Gus Arnheim and his band open a two-week engagement in Seattle, Sept. 17.

Bill McCune renewed his contract through MCA for an indefinite engagement at the Hotel Bossert, Brooklyn.

SAN ANTONIO

Monetta Shaw, contralto, and Vera Harper, organist, are being sponsored over WOAI by Porter Loring, Mortuary.

Ken Millican, humorist and financial authority, is airing six days weekly over WOAI and Texas Quality Net. Simpson Sisters, Bert Ponard and Steve Wilhelm are in the new talent lineup for the Knight-Kap program on WOAI.

months' engagement in London and one of similar length on the Continent through MCA London office.

G. Stanley MacAllister, director of construction and maintenance for CBS, is in town checking-up on progress and details of the new CBS studios.

Union Oil's "Thrills" switches to Wednesday at 6:30 p.m. from present Tuesday night spot, but remains on NBC Pacific Coast Red despite rumors that the program might move to another net on account of NBC having to use the time to clear a coast-to-coaster.

Clarence Myers, director of publicity for KYA in San Francisco, is vacationing here.

Dolores Ehlers, who has been doubling in brass at KMTR, returns to her first love—publicity—and now heads that department for the station. Charles Davis, salesman, returns to KMTR from a sojourn at KMPC.

Reggie Childs and his ork set by CRA for two weeks at the Claridge Hotel, Memphis, commencing Sept. 17.

Ignoring written scores, six of Bob Stanley's musicians will stage a "jam session" next Sunday night over the WOR Sylvia Froos program in an effort to show the radio audience what swing really is. Stanley and his trumpeter, Steve Schultz, conceived the idea for the musical "free-for-all". The jam session will be a regular weekly feature. Swing must come from the heart, says Stanley, and not from written arrangements.

Mark Fisher's orchestra and the Roy Eldridge band will share musical honors at the Lake Shore Athletic Club on Sept. 19. Set by CRA.

Mal Hallet and his ork will be the first attraction of the newly formed Community Dances Inc., for two weeks starting Oct. 1. New organization routes throughout the theater-dance circuit.

Eddie Duchin plays a return engagement at the Chicago Theater the week of Sept. 13. Set by MCA.

Henry Busse and his dance orchestra will celebrate their first anniversary under the sponsorship of the J. W. Marrow Manufacturing Co. (Mar-O-Oil) during their broadcast Sunday at 11:45 a.m. over NBC-Red.

KANSAS CITY

Larry Sherwood, KCMO station manager, leaves next week for Washington for the FCC hearing on KCMO's application for power increase and a new transmitter, Sept. 24.

KMBC sent Allen Jacobs to Tulsa by plane with portable recording equipment to make discs of the Miss Jubilesta's invitation to the Tulsa Chamber of Commerce to attend the Jubilesta, Kansas City's annual fall festival.

Dan Paul of the WDAF announcing staff is back from vacation.

Union Files Charges

American Communications Ass'n (formerly American Radio Telegraphists) today will file charges of unfairness against Western Union with Mrs. Elinore Herrick of the National Labor Relations Board. The union alleges one of its members was discharged for union activity.

WIRE's First Mutual Feed

WIRE, Indianapolis, now an MBS affiliate, will pipe its first program to the net tomorrow at 5:30 p.m. It will be a description of the running of the thoroughbred "Greyhound," who will attempt to break the mile dirt track record.

TRUMAN BRADLEY, WBBM commentator and announcer for the Ford Sunday evening series, and Evelyn Jane Esenther of Oak Park, Ill., were married Wednesday.

Margaret Shanna, lead in General Mills "Arnold Grimm's Daughter," and Elliott Woodruff, broker, will wed, Nov. 5.

Marion Read is pinch hitting on Marshall Field's musical clock as the voice while Halloween Martin tours the east.

Jack Mathae has left WBBM production department to handle General Mills "Betty and Bob" for Black-ett-Sample-Hummert. Dick Lawrence, WGN announcer and production director, is replacing him. John Harrington, Jack McCormick, Paul Luther and Tom Built are other announcers who have gone from WGN to WBBM.

Niles Trammell, NBC v.p., gave a party at the Tavern for Don Marcotte, NBC librarian, and Al Williamson, press chief, who are leaving for other jobs.

Bill Ray, new NBC press chief, is back from a consultation with Vance Babb and others in New York.

Russell Sparks, captain of NBC page boys, has been promoted into sales promotion division.

John M. Young of NBC staff is writing the scripts for the new Zenith shows. Actors used include Bob Griffen, Art Peterson, Pat Murphy, Sid Ellstrom, Art Kohl, Hugh Rowlands, Phil Lord, Willard Waterman, Murray Forbes, Ray Johnson, Templeton Fox, Judith Lowry and Betty Caine.

Chicago Symphony orchestra's Saturday evening popular concerts under baton of Dr. Frederick Stock and Hans Lange will be aired over Mutual starting Oct. 23.

Ransom Sherman and Harry Kogen are receiving plaudits of associates at NBC for their new song, "A June Night, A Microphone and You."

Ed Cerny has been upped to musical librarian at NBC, succeeding Don Marcotte, who resigned to join Warner Bros. publishing interests in New York.

NBC "Night Club" last night expanded from 30 minutes to full hour on NBC Blue, 10-11 EDST. Morey Amsterdam is emcee.

Avis Kent is singing with Carlos Molina at the Stevens Hotel.

Sylvia Clark NBC monologist, is making personal appearances at Blue Moon Cafe, Milwaukee, and commuting for broadcasts here.

Frank Schnepfer and Charlie Corliss, NBC engineers, both came back from Labor Day holidays reporting additions to families, a girl and boy, respectively.

**STATION-STUDIO
TRANSMITTER**
and

EQUIPMENT

**NEW DEVICES
and
IMPROVEMENTS**

Latest Technical Developments and Activities in Radio and Television

Remote Control Amplifier Completed by WHK-WJAY

Cleveland—E. L. Gove, technical supervisor for United Broadcasting Co. and chief engineer of WHK-WJAY, announces that the first of six new remote control amplifiers has been completed in the WHK-WJAY laboratories.

The new amplifier, which has been under construction for some time, embodies the Gove Vertical Mixer. It is constructed to reduce tube and amplifier noises as well as distortion. It represents the latest achievements in radio engineering.

Capable of handling four microphones simultaneously, the amplifier can be operated from alternating current or a battery supply, which is contained in a matched case. Immediately upon its completion it was placed in service to bring WHK-WJAY listeners the broadcasts from the National Air Races.

WFBR's Trailer Mobile Unit

Housed in a body specially built by the Auto Cruiser Co. of Maryland, WFBR's new mobile unit will visit every city, town and hamlet in Maryland for remote broadcasts.

Containing a complete studio, control room, short wave transmitter and motor generator—the trailer is 25 feet long, 6 feet wide and 10 feet high. It is believed that this is the only complete mobile unit in the country. Delivery is also being made of a one and a half ton panel body truck which will be the motive power unit. The truck will carry turntables and is designed to be equipped with additional broadcast facilities so that it can operate independently of the trailer.

New British Television Sets

London—Kept quiet until the recent opening of Radiolympia, the biggest surprise in the vast show is Ultra's T. 20, a 15-valve for television and sound, with a picture 7¾ x 6¼ inches, costing \$200. Second is a table television unit that can be plugged into any existing radio set on A.C. mains. It costs only \$175.

Nine television shows a day are being given during the display of the latest sets at Radiolympia.

CHARLES ROSS, Inc.

Formerly Motion Picture Lighting and Equipment Corp.
WE FURNISH
Electrical Lighting Equipment
of Any Kind
FOR RADIO STATIONS
244-250 WEST 49th STREET
New York City Tel. Circle 6-5470-1

Station Improvements

Durham, N. C.—The engineering department of WDNC has completed installation of a Western Electric program amplifier and within the next week a new Hammond Electric Organ will be placed in its studios.

Muncie, Ind.—New high frequency antenna designed by the WLBC engineering department is now being installed to improve reception of WLBC's two portable transmitters.

Philadelphia—WIP has been granted license to cover CP authorizing move of transmitter and installation of new equipment and antenna system.

Aberdeen—KXRO has been granted license to cover CP authorizing changes in equipment, move of transmitter and increase in day power to 250 watts.

Atlanta—WGST has been granted CP to move former main transmitter to location of present main transmitter, make changes in equipment, and employ same as an auxiliary with power of 1 kw.

Nashville—WSIX has been granted CP to make changes in equipment and increase in day power to 250 watts.

Los Angeles—KNX has been granted CP covering approval of transmitter site, installation of new equipment and vertical radiator.

Okmulgee, Okla.—KHBG granted Mod. of CP approving transmitter and studio sites, vertical radiator and changes in equipment.

KTMS to Debut by Oct. 1

West Coast Bureau, RADIO DAILY

Los Angeles—KTMS, new Santa Barbara station, should be on the air by Oct. 1 if present progress on building and installation is maintained. The building housing the transmitter will be completed this week, with the ground system and directional antenna completely installed, and the studio building proper will be ready about Sept. 15. Norman R. McLaughlin is station manager.

Chattanooga—WAPO has been granted license to cover CP authorizing installation of new equipment, increase in power from 100 watts to 100 watts night, 250 watts daytime, and time of operation from daytime to unlimited.

Hagerstown—WJEJ has been granted license to cover CP authorizing move of transmitter and installation of new vertical radiator.

Stevens Point, Wis.—WLBL has been granted license to cover CP and modifications thereof authorizing move of transmitter site, installation of new equipment, increase in power and change in hours of operation.

Greenville, S. Carolina—WFBC has applied for CP to install directional antenna system for night time use and increase night power from 1 kw. to 5 kw.

Champaign, Ill.—WDWS has applied for CP to make changes in equipment, increase power and hours of operation from 100 watts daytime only to 100 watts night, 250 watts day, unlimited.

Lakeland, Fla.—WLAK has applied for CP to make changes in composite equipment and increase day power from 100 watts to 250 watts.

Jackson, Miss.—WHFF has applied for CP to move studio and transmitter and change antenna.

Joplin, Mo.—WMBH has installed a new Western Electric, Style 110-A, program amplifier and a UTC, model 2-A, remote amplifier.

KDYL's New Mobile Unit Has Three Transmitters

Salt Lake City—An ultra-modern mobile unit for KDYL is just being completed under the direction of John M. Baldwin, chief engineer, who reports that the unit comprises three separate transmitters. One, KALO is a 75-watt transmitter built into the truck. The others, W6XTV and W6XUC are portables, the first a 40-watt high frequency transmitter, and the second a specially designed ½-watt pack transmitter, operating on the ultra-high frequency of 200 megacycles.

The truck also houses a 1000-watt gasoline-driven generator developing 110 volts for power supply, and a complete P. A. system.

KOIL Transmitter Dedication

Omaha—Dedication of KOIL's new 5,000 watt transmitter will be honored by two broadcasts Sept. 14 and 16, 11:30 p.m. to 12 midnight. Program will be fed to Mutual. Governor Karschel of Iowa will speak on the first show, Senator Burke of Nebraska will be the guest-speaker on the Thursday program. Red Nichols and his orchestra will furnish the music.

WOW Mobile Unit

Omaha—WOW has completed a new mobile unit, designed by Engineer Bill Kotera and Chief Control Operator Joe Herold, mounted on a ton and a half truck. The short wave transmitter has 100 watts power and a practical distance of between 100 to 150 miles.

WRNL Awards Contracts

Richmond, Va.—Earl Sowers, managing director of WRNL, announces that contracts have been signed with the Laburnum Realty Co. for the construction of new studios and offices in the Grace Arcade Building. The cost of construction will be \$41,000.

LOngacre 5-4610

Founded 1889

**MORRIS
LIBERMAN**

VALANCES, FLAGS AND BANNERS—RENTAL SERVICE
FOR RADIO STATIONS

320 West 46th Street
New York City

NEW PATENTS

Radio and Television

Compiled by

John B. Brady, Attorney

Washington, D. C.

2,092,049—Method of Reducing Quartz Crystal Activity. Bernard L. Clark, Medfield, Mass., assignor to Westinghouse Electric & Mfg. Co.

2,092,069—Ultra-Short Wave Radio System. Hans Erich Hollmann, Berlin, Germany.

2,092,070—Tone Control System. Paul F. G. Holst, Audubon, N. J., assignor to RCA.

2,092,095—Control of Electric Circuits by Means of Electron Tubes. Max Steenbeck, Berlin-Siemensstadt, Germany, assignor to Westinghouse Electric & Mfg. Co.

2,092,098—Crystal Controlled Oscillator. Alfred H. Turner, Collingswood, N. J., assignor to RCA.

2,092,147—Crystal Controlled Oscillator. Loy E. Barton, Collingswood, N. J., assignor, by mesne assignments to RCA.

2,092,206—Storage Photoelectric Device. Bernard Phineas Dudding, Oxhey, England, assignor to General Electric Co. Ltd.

2,092,373—Protective Device. Ralph S. Holmes, Haddonfield, N. J., assignor to RCA.

2,092,419—Radio Receiving System. Hisao Maeda, Ebara-ku, Japan, assignor to Shingawadenki Kabushiki-Kaisha, Tokyo, Japan.

2,092,442—Communication System. Robert C. Colwell, Morgantown, W. Va.

2,092,474—Radio Telephone Monitoring System. George Rodwin, Randall Manor, N. Y., assignor to Bell Telephone Laboratories.

2,092,500—Automatic Volume Control. Kenneth A. Chittick, Haddon Heights, N. J., assignor to RCA.

2,092,503—Automatic Volume Control Circuit. Lester T. Fowler, Oaklyn, N. J., assignor to RCA.

2,092,675—Multiunit Variable Condenser. Fritz Koch, Dresden, N. J.

2,092,708—Radio-Frequency Inductance Unit. Harold A. Wheeler, Great Neck, N. Y., assignor to Hazeltine Corp.

Conlan Writing for Riggs

Paul Conlan, formerly with Ed Wynn, is writing the material for Tommy Riggs and "Betty Lou", heard on the Rudy Vallee program.

Riggs goes to the coast with the Vallee cast and is expected to be screen-tested out there. Conlan also will go west.

Northwestern's Radio Courses

Chicago—Northwestern University is offering three courses in radio this fall. Richard Marvin, radio director for J. Walter Thompson here, is conducting courses in production and writing. Prof. Albert Crews of the department of speech has a course in dramatics.

1	9	3	7
SUN	MON	TUE	WED
4	5	6	7
10	11	12	13
16	17	18	19
20	21	22	23
24	25	26	27
28	29	30	

Greetings from Radio Daily

Sept. 10

Emery Deutsch Dorothy Lowell
Lyle Van

Sept. 11

Anne Seymour

Sept. 12

John Taylor John G. Gude
Jack Treacy Richard Maxwell
Helene Daniels**Coming Events**

Sept. 10-12: First annual meeting of Association of Radio News Editors and Writers, Sherman Hotel, Chicago.

Sept. 18-27: International Radio-Television Exposition under auspices of S.P.I.R., Palais de Foire, Lyons, France.

Oct. 21-22: American Ass'n of Advertising Agencies Pacific Coast Convention, Hotel Del Monte, Del Monte, Cal.

Oct. 27-30: Annual meeting of Association of National Advertisers, The Homestead, Hot Springs, Va.

Nov. 1: Inter-American Radio Conference, Havana.

Dec. 8-12: Eighth Annual International Radio Club Party, Havana.

Feb. 1, 1938: International Telecommunications Conference, arrangements being made by General Manager of Egyptian State Railways, Telegraphs & Telephones, Cairo, Egypt.

WBTM's Music Veterans

THE Amati Concert Trio, a staff musical organization of WBTM, Danville, Va., and the Southern String Ensemble (the staff trio augmented) have been broadcasting strictly classical programs of symphonies, symphonic suites, operatic excerpts, etc., regularly for a period of seven years. This may not be a record in the strict sense of the word but it is a record of which this station is proud. Both groups are under the direction of George Heffernan, violinist, who was formerly concert master for all musical groups of Columbia's Dixie Network. A substantial library of fine musical works has made it possible to present a wide variety of programs. Bill Heffernan, WBTM's program manager, is the cellist of these musical organizations.

Dr. Angell Starts

Dr. James R. Angell, newly appointed NBC educational director, officially assumed his new post yesterday.

WLTH Airs Ball Fans

Rabid baseball fans are being given a chance to give their views and forecasts about major league teams on the "Sports Parade" conducted by Jocko Maxwell over WLTH at 6 p.m. Saturdays.

On tomorrow's program, Maxwell also will have Red Ruffing of the Yankees as guest.

Provinsen Rejoins NBC

Herluf Provinsen, former NBC Presidential announcer, has rejoined the network announcing staff. He replaces Frank Cody, who resigned to enter his father's furniture business in Milwaukee.

Towne Publications Program

Towne Publications, publishers of the Roxy and Paramount theater programs, will start over WINS and the N. Y. State network on Sept. 13 at 10:45 a.m. for a daily 15-minute show handled by David Lowe.

... Radio's own daily newspaper modestly presents a series of 200 unsolicited testimonials as to what Radioland thinks of RADIO DAILY.

DOROTHEA LAWRENCE

New Jersey

"... RADIO DAILY, at my breakfast table, is getting to be as natural to me as ham and eggs, Damon and Pythias, and Adam and Eve."

*Dorothea Lawrence***WROK**

Rockford, Illinois

"... It seems about time for me to be telling you how much all of us here at WROK appreciate RADIO DAILY.

"Though necessarily we receive it two days late, everyone in the station reads it each morning for up-to-the-minute news of the industry which it presents so enticingly.

"In my opinion no publication can match RADIO DAILY in the particular niche it fills so ably."

Lloyd C. Thomas,

President and General Manager.

EMERY DEUTSCH

"... Anyone connected with radio should put RADIO DAILY on their 'must' list."

Emery Deutsch.

... RADIO DAILY is seven months old. It is growing fast. It already has the confidence of a great progressive industry. Watch RADIO DAILY.

BOSTON

Hecker's "Advice to the Lovelorn" starring Beatrice Fairfax scheduled to start on WNAC, WEAN, WTIC and WTAG of the Yankee network on Sept. 7, postponed until Sept. 14.

A. H. "Doc" Morton, manager of NBC managed and operated stations, visiting the WBZ studios.

Charlie Phelan, Yankee network sales manager, has added a new horse to his stable.

The Yale-Army game on Oct. 16 and the Princeton-Yale game on Nov. 13 will be fed to Mutual by Colonial net on a sustaining basis.

NBC Boston staff plans a clam-bake at Ipswich, Sept. 18.

Jack Marshard and his orchestra have opened a repeat engagement at The Ritz Roof. He will have 20 musicians under his baton. Band will be heard three times weekly from WEEL.

Charles Masse, WAAB salesman, is the father of a boy.

Frank Gallup, former WEEL announcer, has been chosen to announce the new CBS Pet Milk Show.

John A. Holman, general manager, and Frank Bowes, salesman at WBZ-WBZA, back at their desks after their vacations.

WBT Auditor Switch

Charlotte—H. H. Holtshouser, auditor for WBT, has been transferred by Columbia to WAPI, Birmingham, and made treasurer and business manager of that station—known as "The Voice of Alabama."

Robert W. Carpenter of the New York accounting staff of CBS has been sent to Charlotte to take over the WBT books and accounting department.

Shep Fields Sets Record

Shep Fields and his Rippling Rhythm Orchestra, appearing in person at the New York Paramount Theater, set something of a record last week, the house playing to 152,000 admissions for a gross of \$64,000. This is the third appearance for Fields at the N. Y. Paramount. Following the run, he goes to the coast for his screen assignment.

David Carter in New Post

David Carter, formerly west coast director of publicity for CBS, yesterday was appointed general representative on the Pacific Coast for H. A. Bruno & Associates, public relations counsel.

ONE MINUTE INTERVIEW

JERRY MANN

"Studio audiences are a boon to the radio comic. The day will never come when a comedian fails to gauge the success of his humor by audience reaction, which can't be gotten from the dialers. Delivery, timing and voltage are all improved when a group of people the performer can see, laugh, smile, chuckle, or even fall silent as he does his stuff."



Coast-to-Coast



WCNW, Brooklyn, has created considerable interest and goodwill in its area, the Flatbush section, as a result of its "Voice of the Unemployed." Three times daily, jobless of both sexes are brought to the mike and asked to tell their qualifications to prospective employers. All prospects are canvassed in advance. Another popular WCNW feature is the daily sports resume aired by Chris St. James, veteran Brooklyn newspaperman, at 5:45 p.m. Station also has a two-hour variety program on Wednesday nights, 10-12, that has created some discussion.

Walter Dale, former legit actor and now an art collector and merchant in Ocean City, N. J., will be heard throughout the winter over WPG, Atlantic City, from the Steel Pier Boardwalk Studio in a series of pianologues.

WOKO, Albany: Harold E. Smith, g.m., back at his desk fully recovered from plane smashup . . . Doc Rand, WOKO-WABY ballcaster, led all Wheaties announcers in ad lib prize money in August.

WGY, Schenectady: Leo Bolley celebrates first anniversary on Tydol program Sept. 21; he also does a hitch for Tydol over WFBL, Syracuse . . . Robert Wilbur has joined the WGY, staff, coming from WSUN, St. Petersburg, Fla. . . . Gene O'Hare, sportcaster, had R. J. Connors, correspondent, as guest last night on his Kentucky Club Tobacco program.

Harvey Olson is handling the new "Star Gazing in Hollywood," five-minute shot of movie material, over WDRC, Hartford.

WICC, Bridgeport: Elise Menn has sailed for a concert trip to Germany . . . Flu has cancelled Lucy Yeaton's programs . . . Dan Murphy and his Musical Skippers into Pleasure Beach Ballroom and a WICC wire at 11:30 p.m. on the 12th . . . Dick Kelly has been shifted to the field remote group.

KOL, Seattle: Dudley E. Williamson, new production and public relations director, and Rita Lane, singer, are now Mr. and Mrs. . . . Clarence H. Talbot, formerly with KHQ and KGA, has joined KOL as announcer and producer.

Eddie Wise, staff announcer and manager of the Artists Service Bureau at WEBQ, Harrisburg, Ill., while roaming the "wilds" of Tennessee recently, discovered a new attraction. The result is a daily broadcast on WEBQ with "Wild Bill" Westbrook and his Arizona Trail Riders, unit featured for several years on WTJS, Jackson, Tenn. Also on the program are Angelina and her accordian; Smilin' Ed Arnold, vocalist-guitarist; Arizona Lou, yodeling cow-girl, and Mac McNatt and his 15-cent fiddle.

Woods Dreyfus, WISN's (Milwaukee) singing announcer, has returned from his vacation. He spent his idle hours driving his family through the state of Wisconsin and Minnesota; they visited the Wisconsin Dells, Devil's Lake and spent several days at Twin Lakes in northern Wisconsin.

Bill Lundigan, former WFBL chief announcer, now playing in Universal films, acted as representative of

PHILADELPHIA

Mirian Y. Birrell is writing a new series, "The Billings Family," for a tri-weekly airing on WIP, starting Sept. 20.

Program director Harold Davis is back at WDAS after a New York sojourn.

Dave Gerberg and Mildred Cohen handling the John Kohler Jewish language show on WDAS.

"The Troubador of Melody" is Don Bovay, WCAU's recent addition to its daily programs at 8 a.m.

Bob Gill, WCAU announcer, is week vacationing in Chicago.

Norris West and Horace Feyhl of WCAU program and production staffs have returned from Avalon and Wildwood, vacations.

Gene Morgan, WFIL's Tydol News Reporter, has resigned to take an announcing post in New York.

Fred Weber, WFIL announcer, back from vacation.

Joseph Morrow, WCAU field engineer, receiving congratulations on the birth of a 7-pound son.

Mayor Roland B. Marvin of Syracuse in presenting a gold badge to Deanna Durbin, making her a member of the mayor's staff, in Hollywood this week.

Ward Adams, announcer, WRVA, is back from a vacation which took him into Canada.

William Winter, Charlotte attorney and Little Theater enthusiast, has developed into an overnight sensation as a news commentator on WBT. As a result of fewer broadcasts than you can count on your fingers, Winter has several prospective clients standing in a row. With uncanny accuracy he has made some predictions that have come as true as if he were working an old man current event with loaded dice. Winter has a nice voice and in a style all his own, but perhaps more closely resembling Carter than any of the other commentators.

Burke Boyce, supervisor of Star Radio, has a radio story in the current issue of Liberty. Boyce was formerly continuity editor of NBC.

James E. Sauter of Airfeatures Inc. has been appointed secretary of General Entertainment Committee for the American Legion convention by Major General James G. Harbord.

NEW PROGRAMS—IDEAS

Another Twist on News

In order to liven up a 30-minute news broadcast, in which special events have been used daily at 11 o'clock, KADA of Ada, Okla., has made a novel change in the program three days a week. The broadcast is now broken into alternate periods of news and "The Man on the Street".

Timely questions, pertaining to news of the day, are being asked by the announcer on a street corner only a block from the downtown studios of the station in five minute periods, with the news service broadcast taking five minute periods in between.

Station Manager Jack Whitney gives the news flashes, then Program Director Bob Kniseley takes the mike for "The Man on the Street".

Possibilities of sponsorship of "The Man on the Street" five-minute periods will pay almost full time rates for the whole 30-minute program,

Whitney believes. The theater ticket reward is being worked out, and local sponsors are being lined up for the three five-minute periods.

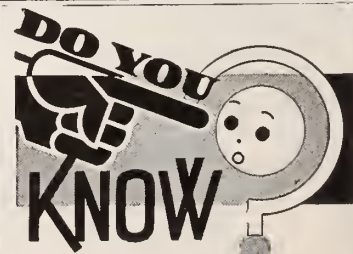
The broadcasts from the remote on the street are made thrice weekly, on Tuesdays, Fridays and Saturdays.

Bowling Matches

Bowling matches will be aired twice weekly by WOKO, Albany, starting late this month, with Royden H. (Doc) Rand at the mike. Women's bowling will be broadcast in the afternoon, and men at night. Albany Diners Inc., sponsor, will give a free hamburger to each bowler making a strike.

Church Calendar

WCOP, Boston, on Sunday starts a new service for churchgoers by broadcasting the time of church services to be held in various churches. Titled the Church Calendar, program will be heard at 9:40 a.m. Sundays.



Alan Stratton, WOV announcer, is 6 ft. 4 in. tall—and if that doesn't make him the tallest mikeman in radio, he'd like to know.



RADIO DAILY

Serving the Better Interests of Commercial Radio and Television



VOL. 2, NO. 51

NEW YORK, N. Y., MONDAY, SEPTEMBER 13, 1937

FIVE CENTS

Hope for AFM Settlement Today

SMITH BROS. PLACING SPOTS, NETWORK SHOW

Smith Bros. (cough remedy), through Brown & Tarcher, is placing spot announcements on a large list of stations. Sponsor is also planning a half-hour network show.

CIO Union Signs WFIL; New Local in Okla. City

American Communications Ass'n, CIO unit, has signed WFIL, Philadelphia, to an exclusive contract. This makes the third major station in Philly to line up with the CIO union as sole bargaining agent. Other two are WCAU and KYW.

ACA also reveals the creation of a new local in Oklahoma City.

Jackson Managing WGCP; Other Additions to Staff

Albany, Ga.—Tom Jackson, formerly of WRBL, Columbus, Ga., has been appointed manager of WGCP here. Both stations are links in the Georgia Network owned by J. W. Woodruff, Sr. Other recent additions to WGCP are James Cunningham, engineer; Ross Smitherman, announcer, and A. G. Smith, salesman.

Start NBC Philly Bldg.

Philadelphia — Cornerstone of the new \$600,000 six-story NBC building here will be laid tomorrow, with New York and Philly radio officials taking part in the ceremonies. The downtown structure, which will house offices and studios of KYW, is expected to be ready by Jan. 1.

3 R's by Radio

Chicago—With all schools here closed because of infantile paralysis, Chicago's radio stations and newspapers, cooperating with Board of Education will broadcast the Three R's to the city's half million school children on a daily basis starting today. Scheme calls for several periods daily by WJJD, WIND, WLS, WENR and possibly other stations.

Jessel Deal Off

West Coast Bur., RADIO DAILY

Los Angeles—George Jessel is reported to have called off the deal whereby Mutual would sell his show on a regional sponsorship basis. The Don Lee end of the chain found coast sponsorship promptly, but difficulty of clearing time elsewhere has discouraged Jessel. Comedian continues on Al Jolson show for another three or four weeks, then leaves for New York on a radio deal of his own.

CIO OPENS AIR DRIVE IN TEXTILE CAMPAIGN

CIO has bought time on WGBI, Scranton, for a special series directed at textile workers of that vicinity. This marks the opening move, via radio, to reach this division of labor, and time is now being sought on other stations all over the country for the same purpose. Network shots are also being considered.

RCA is Denied Right To End Philco License

Wilmington, Del. — RCA cannot terminate a license held by Philadelphia Storage Battery Co. for the manufacture and sale to Philco of radio receiving sets under RCA

(Continued on Page 7)

Broccoli Campaign

D'Arrigo Bros. of Boston, on behalf of Andy Boy Broccoli, start a 26-week series of announcements tomorrow on WNEW and a Women's News program on WOV. Agency is Neff-Rogow Inc.

★ THE WEEK IN RADIO ★

... "Time" Shifts to NBC—AFM Still in Air

By NORMAN WEISER

AFTER seven seasons on CBS, "March of Time" suddenly decided to switch to NBC, and beginning Oct. 14 will be heard over the Blue network. Reason for switch was attributed to the possibility of gaining a larger listening audience at 9 p.m. as against the 10:30-11 p.m. spot now on CBS.

Prior to the opening session in the AFM dispute last week-end, it was believed that an early settlement would be reached between broadcast-

Independent Network Affiliates Continue Conferences Over the Week-End-- Seek Acceptable Yardstick

CBS DAYTIME SALES JUMP 275 PER CENT

CBS weekly daytime sales for the months of July and August jumped 275.5 per cent over the same period a year ago, the network reported. NBC showed a 39.3 per cent increase for the July-August period.

CBS reported a 308.1 per cent increase in weekly daytime billings for last month, while NBC reported a 40.6 per cent increase.

The eight-month cumulative daytime receipts on CBS were \$5,281,148,

(Continued on Page 7)

Two NBC-Blue Programs Are Renewed for Year

Two NBC-Blue network clients, Lamont Corliss and Pacific Coast Borax, have signed 52-week renewals. Former renews "Husbands and Wives" on 33 stations, Tuesdays, 8-8:30 p.m., effective Oct. 5, through J. Walter Thompson. Latter show, through McCann-Erickson, is renewed as of Oct. 1 on the basic network plus WLW, Fridays, 8:30-9 p.m.

Godfrey in "Look" Series

Arthur Godfrey has been signed by Look Magazine as the first network "name" commentator in a "Stop, Look, Listen" thrice-weekly series over WJSV, Washington. Sponsor is building a series of local live shows all over the country, with possibility of a network hookup later.

Independent Radio Network Affiliates and the AFM on Saturday were virtually agreed in principle on the tentative stipulation that the broadcasters hire additional musicians to the extent of an added payroll of \$1,500,000 annually. Hope was held out that a definite yardstick would be worked out over the week-end and formally presented to the AFM after approval by the radio men.

Meetings at the Waldorf Astoria on Friday and Saturday, with no network representatives present as per desire of the IRNA, were mainly held on the question of two resolutions proposed Friday. These involved optional methods of adding musicians to the station payrolls and whether such optional deals would be presented to the AFM. On the basis of the stations absorbing the \$1,500,000 via affiliated, owned and managed outlets, but not including network key stations, it was thought desirable that some stations work it out on a possible basis of three times the quarter-hour rate, for instance, or an approximate 5 per cent of the

(Continued on Page 2)

Want More Symphony, Less Serials, Advice

Columbus—In a survey by the Columbus Citizen, whose readers balloted on their favorite radio fare, symphony music led with 63 per cent, followed by popular music, 42; news, 41; variety, 38; drama, 35; comedy, 34. Serials got only 16 per cent, with complaints against most of them; sports received just 13 per cent—and only 10 per cent wanted more advice.

New WRBL Studios

Columbus, Ga.—Following an extensive three-week promotion campaign, new studios of WRBL were formally opened yesterday with gala all-day ceremonies and the issuance of a special 12-page radio paper. There was a big turnout of civic leaders in compliment to James W. Woodruff Sr., president, and James W. Woodruff Jr., g.m.

(Continued on Page 2)



Vol. 2, No. 51 Mon., Sept. 13, 1937 Price 5 Cts.

JOHN W. ALICOATE : : : Publisher

DON CARLE GILLETTE : : : Editor

MARVIN KIRSCH : : : Business Manager

Published daily except Saturdays, Sundays and Holidays at 1501 Broadway, New York, N. Y., by Radio Daily Corp. J. W. Alicoate, President and Publisher; Donald M. Mersereau, Treasurer and General Manager; Chester B. Bahn, Vice-President; Charles A. Alicoate, Secretary; M. H. Shapiro, Associate Editor. Terms (Post free) United States outside of Greater New York, one year, \$5; foreign, year, \$10. Subscriber should remit with order. Address all communications to RADIO DAILY, 1501 Broadway, New York, N. Y. Phone Wisconsin 7-6336, 7-6337, 7-6338. Cable address: Filmday, New York. Hollywood, Calif.—Ralph Wilk, 6425 Hollywood Blvd. Phone Granite 6607.

Entered as second class matter April 5, 1937, at the postoffice at New York, N. Y., under the act of March 3, 1879.

FINANCIAL

(Saturday, Sept. 11)

	High	Low	Close	Net Chg.
Am. Tel. & Tel.	160 ⁷ / ₈	159 ³ / ₄	159 ³ / ₄	— 1/2
CBS A	25	24	25	+ 1
CBS B	24	24	24	— 5/8
Crosley Radio	14	14	14	+ 1
Gen. Electric	47 ³ / ₈	46 ¹ / ₄	46 ⁷ / ₈	+ 7/8
North American	22 ⁵ / ₈	21 ¹ / ₄	22 ⁵ / ₈	+ 1 1/2
RCA Common	9 1/2	9 1/8	9 3/8	+ 3/8
RCA First Pfd.	65	65	65	—
Stewart Warner	14 1/2	13 3/4	14 1/2	+ 1/4
Zenith Radio	35 1/4	34 1/4	35	+ 1

NEW YORK CURB EXCHANGE

Hazeltine Corp.	14 1/4	14 1/4	14 1/4	— 1/8
Majestic	2 1/4	2	2 1/4	— 1/4
Nat. Union Radio	1 1/2	1 1/4	1 1/2	+ 1/8

OVER THE COUNTER

Stromberg Carlson	Bid 117 ⁷ / ₈	Asked 133 ³ / ₈
-------------------	-------------------------------------	---------------------------------------

McNinch Back from Parley

Washington Bureau, RADIO DAILY
Washington — Frank R. McNinch, new FCC chairman, back from a Hyde Park conference with President Roosevelt, said he would take over his radio duties Sept. 20 and return to his Power Commission post after the FCC reorganization is completed.

"The President has given me a free hand to find out what may need correction and to apply the required remedy," said McNinch.

A. H. Saxton Promoted

West Coast Bureau, RADIO DAILY
Los Angeles—A. H. Saxton, NBC chief engineer stationed at San Francisco, has been promoted to supervise both Northern and Southern divisions and will divide his time between Hollywood and San Francisco. Curtis Peck moves up to chief engineer in San Francisco. Donal DeWolf continues as chief here.

WOPI "The Voice of the Appalachians"
BRISTOL --- TENNESSEE
VIRGINIA

★ THE WEEK IN RADIO ★

... "Time" Shifts to NBC—AFM Still in Air

(Continued from Page 1)

broadcasters it represents have agreed to put back a number of musicians to work and expend the additional money such employment involved . . . Following the Thursday sessions Weber conferred via long distance telephone with virtually all members of the Executive Committee not present. . . .

World Series airing still up in the air as week ended with no sponsor as yet sold on the idea of bankrolling. Buick Motor Co. and Old Gold cigarettes both showed interest in series, but as yet neither have signed any contracts . . . Mutual network pulled a surprise out of the bag when it came up with a one-week option on the series and the announcement that MBS would attempt to sell series for flat rate of \$200,000. Half of said sum would go for radio rights and other half would cover the time costs. . . .

Philco added 30 stations on its "Phyl Coe" Radio Mysteries disks,

bringing the total now to 230, with further additions in prospect. . . .

With still more sponsors demanding script shows, it became apparent that Chicago will originate half a hundred or more of the three- or five-a-week dramatic serials this fall. NBC is set for at least a score by the time the season is in full swing. . . .

WCFL announces new policies for the station patterned after the major network outlets in Chicago . . . Howard A. Wilson and Horace Hagedorn enter into a partnership arrangement as station reps . . . Song Writers Protective Ass'n issued new form of standard contract for use of its members in turning over songs to publishers . . . Metro-Goldwyn-Mayer sold its show to General Foods and rumors that "Show Boat" is about to fade in favor of new series are once more revived. This time it seems fairly certain that the M-G-M show will step into the Thursday night spot now held by Maxwell House Coffee.

Settlement Today Seen In AFM-Radio Situation

(Continued from Page 1)

gross receipts less discounts and commissions.

This two-way plan was proposed because some stations feel that they do not want an AFM auditor looking over their books, while others believe it would be no trouble for the AFM to use the same auditor as Ascap. Other broadcasters were of the opinion that the card rate system would be better for them. Thus the situation resolved itself into the proverbial yardstick acceptable to the radio men and also the AFM.

Registration on Friday was exactly 124 broadcasting executives, with many holding proxies, making the total number of stations represented around 175. Samuel R. Rosenbaum, head of WFIL, Philly, and member of the IRNA special advisory committee, made a masterful presentation of the situation and progress made at the opening of the Friday afternoon session which did not get under way until 4 p.m. W. S. Hedges, head of the committee, and Emile Gough, secretary, also spoke at length and reviewed the work of the committee.

Present at all meetings were James W. Baldwin, managing director of the NAB, and members of the NAB board. The NAB board held a meeting Friday morning and another at night, but it failed to get enough time to call a membership meeting. NAB has yet to commit itself officially, one way or the other, but it is now taken for granted that whatever action IRNA takes, the rest of the industry will probably be bound through AFM action, either on networks or electrical transcription pressure. It is also believed that the NAB and small watters not members may seek to get a better deal from the AFM, if possible.

Non - compulsory contributions

WOR Programs Shifted

Georgie Price's Sunday program on WOR-Mutual has been shifted to 6:30 p.m., spot formerly occupied by Benny Davis show, which moved to 9:30-10 p.m. Sylvia Froos is now heard at 7-7:30 p.m., the former Price spot.

toward an initial \$12,000 fund for IRNA expenses, have exceeded all expectations, according to L. B. Wilson, head of the finance committee and there is a strong possibility that over 50 per cent of the money received will be proportionately refunded. Wilson requested IRNA stations to contribute a sum equal to the outlets quarter-hour rate.

Fireworks were not lacking at the meetings and considerable opposition to proposed plans was expected, especially from southern station groups. Not all IRNA men feel they can hire musicians. Many hire none now and others do not see their way clear to taking on additional men. Most pessimistic of the broadcasters feel that the NAB should be made a stronger organization with more power given to the managing director, etc., and much talk again bobbed up anent a "czar," with many candidates proposed, from M. H. Aylesworth down.

Much of the Saturday meeting from 10 a.m. to 2 p.m. was taken up with opposition that came nine-tenths from southern outlets. Resolution No. 1 was prepared for passage at the afternoon session starting 3 p.m., although considerably revised. This is more or less a matter of precluding a closed shop in connection with certain amateur acts and "acknowledged virtuoso, or other than band groups and novelty and novelty instruments . . ." and free right of selection of musicians . . . right to use staff musicians as the station sees fit . . . cancellation clause if FCC license is modified . . . term of contract for not less than three years

COMING and GOING

HERSCHELL HART, radio editor of the Detroit News, was in town over the week-end.

JOSEPH WEED of WEED & Co. returns to his office today after a Pennsylvania trip.

LOU HOLTZ goes to Dallas to appear at the Pan-American Casino for two weeks starting Sept. 18.

CLAYLAND T. MORGAN, director of public relations for NBC, sailed Saturday aboard the Ile de France for Europe with MRS. MORGAN.

HERMAN BERNIE left New York on Friday for the west coast and is due to arrive there today.

ENRICO RAVEL and his wife sailed Saturday aboard the Conte di Savoia for Europe.

MICKEY ALPERT leaves tonight for Boston, where he will spend a few days' vacation, returning to his baton-wielding duties at the Riviera on Wednesday night.

MAJOR GENERAL JAMES G. HARBORD, chairman of the RCA board, sails from New York on Sept. 29 aboard the Normandie for France, where he will dedicate the American battle monument at Chateau-Thierry on Oct. 7.

STUART F. DOYLE, Australian movie magnate, who is now heavily interested in radio through Commonwealth Broadcasting Co., arrives in New York this week by way of Hollywood. He is en route to London.

RAY PERKINS leaves for Syracuse, N. Y., to fulfill a personal appearance engagement there Wednesday.

DR. JAMES ROWLAND ANGELL, NBC educational counsellor, sails next month for Europe to study radio educational methods for a few months.

from Oct. 1, 1937 . . . arbitration clauses . . . and right to expend station quota over period of nine months of musician employment.

Resolution No. 2 weighs methods of applying the yardstick . . . and options as mentioned above. Considerable agitation put the networks definitely on the spot and it is believed certain that the webs will reduce the sustaining program service consideration to about two hours daily time from the station in exchange. It was expected that Edward K. Klauber, executive vice president of CBS would address the p.m. session on this subject. It will cost the NBC and CBS webs nearly \$500,000 each annually should they reduce their sustaining program setup.



Send for New 16-County Program Survey

SYRACUSE, NEW YORK

In swift tempo, Columbia's technical improvements continue to shrink space. At the flick of a switch, in all sections of the country, new stations, new power, and every advance in the science of radio, make the "nearest Columbia station" leap miles nearer to millions of listeners. Turn the page for more details on these Columbia changes.

... to shrink space

Columbia's improvements in facilities are as continuous in these days of radio's maturity as ever before. This report, therefore, is "as of date of issue only." New developments are immediately available from the CBS Market Research Division, with any further details you may wish about the stations and markets which are mentioned on the next page.

new - 14 *additional stations have joined
the Columbia Network since January 1.*

WGBI . . . Scranton, Pa. WRVA . . . Richmond, Va.

WAIM Anderson, N. C. WEOA . . . Evansville, Ind.

WMAZ . . . Macon, Ga. WCHS . Charleston, W.Va.

WCOC . Meridian, Miss. WPAR Parkersburg, W.Va.

WKBB . Dubuque, Iowa KGLO . Mason City, Iowa

WTAQ . Green Bay, Wis. KDAL Duluth, Minn.

WKBH . La Crosse, Wis. KOY Phoenix, Ariz.

Complete data on each are available from CBS.

more - 10 *Columbia Network Stations*

increased their power. From Buffalo to San Francisco, CBS stations have increased their power; and in such key markets as Cincinnati, Des Moines, Knoxville, Little Rock, Orlando, Pensacola, Peoria and Sioux City. Of particular interest is the new KSFO, San Francisco which has both increased its daytime power to 5,000

watts, and greatly increased its overall efficiency with a complete new transmitter installation that engineers call one of the very finest in the country.

better — 48 *Columbia Stations made*

other major advances in their facilities.

In addition to KSFO, Columbia stations in every section of the country have made major improvements in broadcasting facilities. These frequently are the equivalent of a 20% to 200% power increase in the brilliance and strength of the stations' signal. The whole story is told in the latest CBS brochure "...TO SHRINK SPACE" which gives, in detail, all CBS technical improvements since the first of the year. Your copy is available on request.

C O L U M B I A ***Broadcasting System***

ORCHESTRAS MUSIC

VAUGHN DE LEITH's patriotic song, "Old Glory," will be played by the Championship American Legion Band heading the Tennessee delegation as it parades up Fifth Avenue during the Legion convention next week.

Johnnie Olson of Milwaukee, during his tri-weekly broadcasts of the two and a half years past, has written a different set of lyrics for 780 of his theme songs. He uses an opening and closing theme with original lyrics every time. "Sometimes it takes nearly two hours to complete one theme," says Johnnie, "but they must be different every time." Olson's Eight Brothers program is heard over WHMJ, Milwaukee, and the state net.

Robert Emmet Dolan's theme song will soon be published. Ed Heyman is writing lyrics to it.

William Stoess and his symphonic orchestra yesterday started a weekly 11:30-12 noon series of concert music originating from Cincinnati and heard over WHN in New York.

Lowry Clark, aired nightly over WMNF, Plattsburg, with his band from Tackawanna Lodge, Lake Champlain, is opening at the Arcadia Ballroom, Detroit, on the 15th. He will be heard over WXYZ and the Michigan Radio Network.

Ellis Williams, vocalist, is now being featured in the twice weekly WATL dance melody program originating from the Spanish room of the Henry Grady Hotel, Atlanta, where Harry Hearn's orchestra plays nightly.

Dusty Roades opens at the Muehlbach Hotel, Kansas City, for an indefinite stay, starting Sept. 17. Set by Rockwell-O'Keefe.

Goldie, trumpeter formerly with Paul Whiteman, will conduct his own orchestra at the Rathskeller in the Gibson Hotel, Cincinnati, commencing Sept. 16. Through Rockwell-O'Keefe.

Ray Keating and his WOR-Mutual Orchestra have been signed to play at Murray's in Tuckahoe for three more months. Show features Buddy Kennedy, Olive White and others.

The contract of Bill McCune and his Staccato Styled Music has been re-signed for his Hotel Plaza cocktail dansant. The engagement starts Sept. 23.

Alex Neimann, American violinist, has been engaged as concertmaster of the Jeno Bartal orchestra in the Georgian Room of the Hotel Piccadilly. Neimann's engagement will mark the introduction of Beethovenized Jazz, newest musical creation of maestro Bartal.



● ● ● Shep Fields has but one avenue to which his successful record-breaking engagement at the Paramount might be attributed—and that is, Radio! A little over two years ago, Shep didn't have anything beside a baton and a job conducting an ork for a dance team—with publicity stating it's the Band of the Dance Team!...A short time afterward, Shep broke away and had "Rippling Rhythm" to offer. Then came radio—and a sensation overnight—with magnetic power at the box-office—only because of radio—and, like Sally Rand, BUBBLES!...Which brings to mind an unsolved problem on the ways and methods to conduct business in this profession...In something like the past two months, the Bob Hope—Shep Fields—Del Casino combo has become the most soothing show for many ears. Its comedy has improved a thousand-fold. So what happens? It goes off the airwaves to be replaced with dramatic offerings by a flicker star.

● ● ● Vacation time is over and a new semester has turned the corner—bringing many changes along with it. Ben David has resigned from WOR, as have Fred Bethel of CBS music dept., who will be succeeded by Davidson Taylor. Charles Spear has resigned from the CBScript dept., also Stuart Wells, who was in charge of the new idea branch at CBS...Recently a columnist printed that Enric Madriguera, the ork leader, was married to his vocalist, Patricia Gilmore, which brought this wire to the offending scribbler: "You are wrong stop E. M. can't be wedded to P. G. because E. M. is married to ME." The wire was signed "Joseph Guarnerius"—which is the name of Enric's VIOLIN!

● ● ● Another thing that has us puzzled is why the networks and agencies let a singer like Wini Shaw escape them?...This is the final tip we'll give in her behalf...Mark Warnow must be the "white-haired boy" over at Lucky Strike. At any rate, Warnow, on completing his CBS series on "Hit Parade," switches to the NBC show for the same sponsor...Incidentally, since Richard Himber bowed in for Lucky, we have never enjoyed the show more...His arrangements really make it a "Hit Parade"...Frank Hennings leaves the general managership at Exclusive to go with Irving Berlin...Item here regarding Ascaph & AFM re: publishers printing at non-union plants, caused a barrage of letters to be sent out for offenders to answer!

NEW BUSINESS

Los Angeles

KFI: Haley's M-O, "Way Down East"; Bab-O, "David Harum"; Campbell Cereal Products (Malt-O-Meal), "Rube Appleberry," disks, through Emil Brisacher & Staff.

KECA: Safeway Stores, "Land of Whatsit," disks, through J. Walter Thompson.

KNX: American Home Products, 52 weeks; Procter & Gamble, "Kitty Keene Inc."

WHN, New York

Alaska Pacific Salmon; Technicians' Institute, through Winer Adv'g Agency; Peter Doelger Beer, through Leonard F. Winston. (These accounts previously credited to WNEW through inadvertence.)

WRR, Dallas

Coca Cola Bottling Co., high school football games; Adam Hat Stores, wrestling; 7-Up Bottling Co., children's program; Atlanta Hub Co. (clothing).

WHO, Des Moines

Miles Laboratories, Elkhart, Ind. (Alka-Seltzer), through Wade Advertising Agency, Chicago; Health Research Foundation (Vimm), news-cast.

Chicago

WJJD: McKesson & Robbins, through H. W. Kastor Agency. WGN: Anderson Co. (Sleetmaster), through Schwab & Beatty.

AGENCIES

NEFF-ROGOW, INC. has increased its office space at 30 Rockefeller Plaza. New quarters will be occupied by the copy and production departments. Edward L. Bartlett of Philadelphia recently joined the agency.

MANN HOLINER, radio exec of Lennen & Mitchell agency, is in Los Angeles to open a local office for the firm.

ERWIN, WASEY & CO. will start placing extensive newspaper campaigns for Consolidated Cigar Corp. late this month, to run until Christmas.

STACK-GOBLE AGENCY, Chicago, on Oct. 1 takes over Bowey's, Inc., which has "While the City Sleeps," by Finney Briggs, on NBC.

WM. N. SCHEER Advertising Agency of Newark has appointed Robert J. Walsh as program director. In addition to handling programs, Walsh is a former announcer.

D. J. KEPNER, formerly an account executive in the New York offices of Ruthrauff & Ryan, has been placed in charge of the agency's Lakeland, Fla., office.

MARGUERITE LEONARDI, formerly with Federal Advertising Agency, has joined Bowman, Deute Cummings, Inc. in an executive capacity.

NEILSON MATHEWS has joined Geare-Marston Inc., Philadelphia, as an account executive. He was formerly vice-president of the Carter-Thompson agency.

H. B. IRVINE has become an account executive with Campbell-Lampée, Inc.

McCosker on Committee

Alfred J. McCosker, president of WOR and chairman of Mutual, has been appointed by Major General James G. Harbord as one of three vice-chairman of the American Legion convention entertainment committee. Lenox R. Lohr and William S. Paley are the other vice-chairmen.

Handling Football Show

Richard Brooks, John Jaeger and Doug Arthur have been assigned by WNEW to handle its three-hour football show starting Sept. 25. Sponsor, being sought, will also get two 15-minute spots for airing of results. Program will cover outstanding games not broadcast by other stations.

WBAL Signs Jake Slagle

Baltimore—Jake Slagle, two-times all-American backfield from Princeton, has been signed exclusively by WBAL to do the play-by-play description of the 11 football games to be aired this fall.

Morris Kahn Dies

Morris Kahn, 66, president of the Transmitter Equipment Co., died in his office last Friday following a collapse earlier the same day. He is survived by a son, Morton.



★ Program Reviews ★

"THE SONG SHOP"

Coca-Cola Co.

WABC-CBS, Fridays, 10-10:45 p.m.

D'Arcy Advertising Co.

SPONSOR PRESENTS EXPENSIVE SHOW, BUT NET RESULT IS DISAPPOINTING.

With Frank Crumit as emcee, sponsor presented Kitty Carlisle, Reed Kennedy, Alice Cornett, a quartet, 24-voice glee club and 50-piece orchestra under the baton of Gustave Haenschen for his premiere program over some 90 CBS stations Friday night.

Individually, each artist is good. But for the amount of money expended by the sponsor for talent the show turned in an unimpressive broadcast.

Program went along like a benefit performance. As each star appeared before the microphone he swapped a few words with the emcee and went into his number. No continuity ran through the first show. Might be some love interest in subsequent airings.

Program included Miss Carlisle singing "One Kiss," and "A Waltz Was Born In Vienna." Reed Kennedy sang "March of the Grenadiers." Alice Cornett did "That Foolish Feeling." Other numbers were "Deep River," "Gee, But You're Swell," "All God's Children Got Rhythm," "His Old Cornet," and a special arrangement of "September In the Rain" played by the orchestra.

The entire production was reminiscent of the old CBS-Bond Bread "Tea Time" program which the Coca-Cola emcee and his wife Julia Sanderson used to head a few seasons ago.

RCA is Denied Right To End Philco License

(Continued from Page 1)

patents, according to a ruling Friday by Chancellor J. O. Wolcott in Chancery Court.

In the court's opinion, royalties due RCA should be computed on the selling price of Storage Battery to Philco rather than on Philco's price to the trade.

Court held there had been no breach of contract by Storage Battery, also that this firm does not hold a controlling interest in Philco.

Phil Cohan on Coast

West Coast Bureau, RADIO DAILY

Los Angeles—Phil Cohan, new producer on the Chesterfield program, is in town. Harry Ommerle does two more before departing CBS to join the William Morris office in New York.

Milton Cross Turns Farmer

Milton J. Cross, veteran NBC announcer, has bought a 100 acre farm at Woodstock, Vt. Plans to raise goats and poultry.

"Old Family Almanac"

Somewhat typical of programs that are popular on many independent stations around the country, "The Old Family Almanac," aired at 9:15 a.m. daily over WNEW, makes very easy listening for the morning time. Against a background of subdued music, a commentator dispenses gentle philosophy, words of wisdom, sentiment, solace, poetry, a few brief remarks on the day's important event or personality anniversary — and a sprinkling of commercials. It's all handled quite smoothly and the set-up suggests even bigger possibilities.

"For Women Only"

Patterned a bit along the lines of the Martha Deane program on WOR, this daily 8:45 a.m. quarter-hour on WNEW, under American Institute of Food Products sponsorship, misses its mark on most counts. The femme commentator has a rather stoogy male aide who comes in for an occasional exchange of chatter on cooking and other domestic items, including some that are of interest to men. But neither the topics nor prosaic style of handling are likely to make much of an impression on listeners.

Strickland Gillilan

Long rated one of Washington's leading humorists, whose witticisms have been widely read in the press, Strickland Gillilan started a WOR-Mutual series Friday at 8-8:15 p.m. Emanating from WOL, Washington, the quarter hour is devoted to genial observation by Gillilan. His commenting on the initial program was not particularly sparkling, considering what might be expected of a wit of his caliber, but was gently humorous and agreeably philosophical.

CBS Daytime Sales Jump 275 Per Cent

(Continued from Page 1)

an increase of 106.2 per cent over last year, and on NBC daytime revenue is up 70 per cent for a total of \$6,966,451.

WOV to Feed WNBC, WELI

Starting today, WOV will feed regular programs to WNBC, New Britain, Conn., and WELI, New Haven. Service will include two or three programs a day to start.

John Hayes Promoted

John Hayes, WOR announcer, has been promoted to assistant to Harry Carlson, production manager, by Julius Seebach, program director.

AL DONAHUE

Now Appearing

ROOSEVELT HOTEL,
New Orleans

Opens at the Rainbow Room Oct. 6th
For Fall and Winter Season
Fourth Return Engagement



PERSISTENT reports that Fibber McGee and Molly (Jim and Marion Jordan) will move to Hollywood for good. Mrs. Cecil Underwood, wife of the producer of McGee show, has moved back to Hollywood.

Bruce Kamman rounded out his first five years as Prof. Kaltenmeyer on Sat. He made a guest appearance on Alka-Seltzer Barn Dance that day, too.

Aline Neff is writing the new Jenny Peabody serial for F. F. Cough Drops starting on CBS Oct. 18.

Betty Caine, leading lady of "A Tale of Today," has a ring from Raymond Johnson, head man of "Guiding Light."

Ed Roberts, program director of WCB, has given out a ring to Helen Conrad.

Eric Sagerquist, musical director, on fishing excursion in Wisconsin.

Bobby Breen, whose picture just closed at Palace Theater, is now making a personal appearance at the place.

Ralph Atlass recovered and back at his desk at WJJD and WIND. Lou Whittall, his secretary, polished off ten years with him this week.

Ned Reglein, WIND program director, struggling with schedules following six-week tour of Europe.

Bill Baldwin, WGN announcer, is laid up at home.

After commuting more than 70,000 miles in three years between Chicago and Detroit weekends to announce Ford Sunday evening hour, Truman Bradley has declined to return this year and will concentrate on his American Family Comment show here on WBBM and free lance announcing whereabouts.

Martha Crane and Helen Joyce start "Feature Foods" on WGN today. Various food concerns are participating sponsors.

COL. JACK MAJOR

Will Have As His Guest Today

CLARA BELL WALSH

3-3:30 EDST



WABC-CBS NETWORK

★ F. C. C. ★ ACTIVITIES

HEARINGS SCHEDULED

Sept. 13: Nathan N. Bauer, Miami. CP for new station. 1420 kc., 100 watts, unlimited.

Airfan Radio Corp., Ltd., San Diego. CP for new station. 1420 kc., 100 watts, unlimited.

Sept. 15: Evanston Broadcasting Co., Evanston, Ill. CP for new station. 1020 kc., 250 watts, daytime.

Sept. 17: Fred M. Weil, Grand Coulee, Wash. CP for new station. 1420 kc., 100 watts, 250 watts LS., unlimited.

Sept. 16: Walter H. McGenty, Rice Lake, Wisc. CP for new station. 1210 kc., 250 watts, daytime.

Lillian E. Kiefer, Brooklyn. CP for new station. 1500 kc., 100 watts, specified.

WWRL, Woodside, L. I. Mod. of license to 1500 kc., 100 watts, 250 watts LS., specified.

Paul J. Gollhofer, Brooklyn. CP for new station. 1500 kc., 100 watts, specified.

Leonard A. Verslius, Grand Rapids. CP for new station. 830 kc., 500 watts, daytime.

Sept. 23: Salinas Newspapers, Inc., Salinas, Cal. CP for new station. 1390 kc., 250 watts, daytime.

DALLAS

Ralph Nimmons, program director of WFAA, has set a new sustaining program featuring Helyn Hill White, editor of the Model Kitchen and Home Department of Sunday Dallas News.

Irving Gross, WFAA public relations director, is vacationing in Cleveland.

WRR's Kiddie Program, one of the oldest of its kind in the southwest, has acquired a sponsor, 7-Up Bottling Co., for a year, according to John Thorwald, WRR manager.

Helen Lynd with Oakie

West Coast Bureau, RADIO DAILY

Los Angeles—Helen Lynd, Broadway comedienne, has been added to the cast of Jack Oakie's College. Signed for 26 weeks on the Camel program starting Sept. 29.

Uncle Tom's Kiddies Back

"Uncle Tom's Kiddies" returned to the air for the third year yesterday over WHN, with program under direction of Hal Willis extended to a half-hour at 12:30-1 p.m.

WJBL Names Devine

Decatur, Ill.—WJBL has appointed J. D. Devine & Associates as its exclusive national representative.

ONE MINUTE INTERVIEW

JOHN B. HATCH

"In America, radio broadcasting is the most important member in the family of communications. It is important primarily because we have the wisdom to recognize its broad powers to serve humanity as a whole. The failure of any man to recognize this importance can be attributed to the same cause that unfortunately leads one to believe the old adage—'Out of sight—out of mind.'"

★ Coast-to-Coast ★

DUDLEY WILLIAMSON, KOL production manager, and two assistants clambered aboard the American mail liner President Jefferson, even before she was completely docked at her Seattle pier last week, carried their equipment over the side and brought to Seattle listeners first hand interviews with its shipload of Shanghai refugees. Williamson interrogated the refugee passengers before they disembarked. Among them were Mrs. Theodore Roosevelt, Jr. and her son Quentin.

Rose Flynn appeared yesterday in the cast of "It's a Racket" over WOR at 7:45 p.m. and at 9 p.m. the same day in WHN's "One Act Theater of the Air," where she played in "An Angel Straight from Hell."

World Peaceways, Inc., which broadcast a one-hour program over WNYC yesterday noon, will air an anti-war symposium over WQXR at 6:30-7 p.m. today.

Lydia Todd, fashion expert at WBAL, Baltimore, back from Europe, resumes her broadcasts today under the new title of "Letters from Lydia."

Jack Gregson, new member of the staff at KDYL, Salt Lake City, has been appointed special events man. Manager Sydney S. Fox has an extensive stunt schedule planned.

WCKY, Cincinnati: Lee Wood and Mary Jane have started a new "Household Hour" embracing comedy, music and talk.... Evening Dramatic School of the University of Cincinnati will air a series of dramatic programs under direction of Louis Eaton, with Elmer Baughman of WCKY handling production.... Jeanne Ellis, 10-year-old singer with Paul Whiteman, got her start here five years ago.

First of a series of experimental free-verse productions by the WPA, Federal Theater radio division, will be heard at 7:30-8 tonight over WHN.

Johnnie Olson, veteran radio entertainer, realized a childhood ambition recently when officials of the Milwaukee Railroad granted him permission to ride in the cab of the "Hiawatha" from Chicago to Milwaukee. Speed of 111 miles per hour was registered. To climax the thrill, Johnnie interviewed the Engineer and the Designer of the Hiawatha on his Eight Brothers program over a state net.

WPTF, Raleigh, has recreated the position of program director, a post filled by Production Manager Graham Poyner since the resignation of Mary O'Kelley, and has appointed Wesley Wallace to take over the job. Poyner will continue as produc-

tion manager, but will turn over many routine duties of the department to Wallace. Added to the staff is Mary Ellen Lawrence, secretary to the program director. Mary Lou Haywood transfers to the station's reception room as night hostess, while Raymond Cosby continues as secretary to Poyner.

More than 3000 admirers of Harry Heilmann turned out at 10 o'clock in the morning at Grand Rapids to see their favorite sports announcer, whose broadcasts of the Detroit Tigers' baseball games are heard in Western Michigan through the Michigan Radio Network facilities of WOOD-WASH. His noonday broadcast, in front of a downtown hotel, also blocked traffic while he was on the air. A special broadcast from the studios of WOOD-WASH. followed.

WBT, Charlotte: Lee Kirby will be at the mike for the nine football games to be aired over this station by Atlantic Refining.... Manager William A. Schudt Jr. is preparing to launch another series of educational programs coincident with the return of school time.

J. Thomas Lyons of WCAO, Baltimore, became a grandpop while attending the Friday meeting of the IRNA at the Waldorf-Astoria. Son was born to John B. Lyons, WCAO salesman, son of J. Thomas Lyons.

A special weather report, made up by the Weather Bureau about 8:30 a.m., is aired by WNEW. This report differs from the one broadcast earlier or carried in the morning papers.

"The Clouds Look Down," farm drama by James Hill, newest member of NBC script division, will be aired at 8:30-9 p.m. Wednesday over NBC-Blue.

WDAS, Philadelphia: Since Pat Stanton, g.m., became a benedict, three other staff members plan matrimony.... Louis Palens, asst. commercial mgr., is sporting a new business card reading: "Attorney-at-Law, Federal practice only".... Jerry Stone, publicity chief, returns from vacation this week.... Harold Davis, program director, came back minus 13 pounds, but he still has 185.

Jean Parker, sister of Frank, returns Wednesday to the "Morning Review" on WOV after an illness.

Fred Mueller, formerly with WKY, Okla. City, and KLZ, Denver, and Mrs. Mueller have moved to Colorado Springs, where Mueller is now commercial manager of KVOR.

KVOR, Colorado Springs: Leon Marshall, formerly local salesman, shifted to national accounts as local

GUEST-ING

PHIL BAKER, on Packard's "Hollywood Mardi Gras," Sept. 21 (NBC-Red, 9:30 p.m.).

ALBERT SPALDING, on Coca Cola show, Sept. 24 (CBS, 10 p.m.).

SHEILA BARRETT, replacing Ramon Novarro, on Gulf show, Sept. 19 (CBS, 7:30 p.m.).

MAURICE EVANS, WILLIE HOWARD, HELEN STANSBURY and The STROUD TWINS, on Rudy Vallee program, Sept. 16 (NBC-Red, 8 p.m.).

ALFRED DE LIAGRE, LINA ABARBANELL, ROGER WOLFE KAHN, JAMES MONROE and ERIN O'BRIEN-MOORE, on Chamberlain Brown program, today (WMCA, 1:30 p.m.).

ANITA LOUISE and IAN HUNTER with Bette Davis in "That Certain Woman," on "Hollywood Hotel," Sept. 17 (CBS, 9 p.m.).

FREDRIC MARCH and FLOR-ENCE ELDRIDGE, on Lux program, Sept. 20 (CBS, 9 p.m.).

JOHN BROWN and MARY KELLEY, on Jell-O show, Sept. 19 (NBC-Red, 7 p.m.).

BEN BERNIE, on Al Jolson program, Sept. 21 (CBS, 8:30 p.m.).

RAY BLOCK and his MIXED CHORUS, on Consolidated Edison broadcast, Sept. 20 (WEAF, 7:30 p.m.).

JOE DI MAGGIO, on Mary Small "Junior Revue," Sept. 15 (NBC-Blue, 8 p.m.).

GLENDIA FARRELL, FRANCIS LEDERER and DALIES FRANZ, on "Kraft Music Hall," Sept. 16 (NBC-Red, 10 p.m.).

BOB STEVENS and Southern Harmony Four, on "Show Boat," Sept. 16 (NBC-Red, 9 p.m.).

James Stewart for Silver

James Stewart, film star, will appear opposite Rosalind Russell during the first four broadcasts of "Silver Theater," sponsored by International Silver, beginning Oct. 3 at 5-5:30 p.m. over CBS.

merchandise... Charles C. Roberts Jr., announcer, and Grace Darland have been honeymooning in Okla. City... Wauhilla LaHay, program director, vacationing in Santa Fe and other points... Hugh B. Terry, manager, ad-libbed at the mike for portions of the Will Rogers rodeo aired from Polo Park.

1	9	3	7			
SUN	MON	TUE	WED	THU	FRI	SAT
	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30

Greetings from Radio Daily

Sept. 13

Gretta Palmer

Joseph Lopez

James L. Clemenger



RADIO DAILY

Serving the Better Interests of Commercial Radio and Television



VOL. 2, NO. 52

NEW YORK, N. Y., TUESDAY, SEPTEMBER 14, 1937

FIVE CENTS

NAB Calls Parley on AFM

Looking OnAND LISTENING IN

A. F. of M. There is something to be said for both sides in the American Federation of Labor controversy with the broadcasters over the question of employing additional musicians, and in reaching an agreement it is important that a mutual "live and let live" attitude prevail.

From the union standpoint, provocation unquestionably has been supplied by the over-use of recorded music by many smaller stations; a practice, incidentally, that is unfair not only to musicians who receive only a nominal single recording fee, but makes these stations unfair competitors of stations using more live talent.

And the abuse of recordings doesn't build or maintain radio audiences, either.

On the side of the broadcasters, it is imperative that the AFM not be permitted to put over any interlocking agreements.

Any deal whereby Ascaph would work with the AFM to prevent networks from feeding music to stations that are in trouble with the union should be shunned.

Licensing of outlets by the AFM also is dangerous and unnecessary.

The union, in case of stations violating agreements, can invoke the unfair list, calling out musicians and taking other permissible steps.

Broadcasting is still young, still feeling its way along, and should not be saddled with obligations that may prove too heavy a few years from now.

The AFM lost a lot of employment in the theater field because of demands which the theater operators considered too stiff; thus playing right into the hands of the movies.

Radio now offers opportunity to regain that lost employment.

It is to the AFM's advantage not to spoil that opportunity.

—D. C. G.

Smiling Ed Injured

Chicago—Smiling Ed McConnell was seriously injured Sunday when his car collided with that of another motorist at Fife Lake, Mich. McConnell, who was returning to the Michigan resort after doing his Acme White Lead program on NBC here, was taken in an ambulance to the Munson Hospital, Traverse City.

BARNSDALL REFINING BACK ON AIR SEPT. 26

Chicago—Barnsdall Refining will return to the air Sept. 26 over 17 mid-west CBS stations, 10:30-11 p.m. Program, entitled "The Fun Bug," will originate from KTUL, Tulsa. Contract is signed for 26 weeks through Cooperative Adv. Agency, Tulsa.

Ken Murray and Oswald Set for "Hollywood Hotel"

CBS yesterday officially confirmed the signing of Ken Murray and "Oswald" Labriola for the "Hollywood Hotel" series. The comedians finish their Wednesday series for the same sponsor Sept. 22, and will take over the new show Oct. 1.

Cont'l Agency Network Meets Sept. 17 in St. Louis

Sixth annual convention of the Continental Agency Network, composed of 10 advertising agencies in principal cities of the U. S., will be held Sept. 17-19 in St. Louis. Included in the agencies to be represented are: Anfenger Advertising

(Continued on Page 7)

Chevy Signs Orchestra

Chicago—Seymour Simon's orchestra has been set by MCA through Campbell-Ewald agency for the Chevrolet series starting Sept. 26 over CBS. Show will be a production with soloists, probably Jan Peerce and others yet to be picked.

Kendall B. McClure of WOAI Elected President of ARNEW

Paul Y. Clark Appointed WJBK Commercial Mgr.

Detroit—Paul Y. Clark has been appointed commercial manager of WJBK, succeeding M. E. Kent, who left to become general manager of WTOL, Toledo. Clark has been in the advertising field 16 years, including 10 years with the Detroit Free

(Continued on Page 2)

Association Retaining Counsel and Will Departmentalize—Network Affiliates Group Reports Progress

By M. H. SHAPIRO

As a result of the meetings of the Independent Radio Network Affiliates and the numerous developments that cropped up by way of ironing out the situation confronting the industry via the American Federation of Musicians, the board of directors of the National Association of Broadcasters went into action and decided to retain "counsel to represent the membership in matters of national importance." Further, the NAB board voted to call a general meeting, tentatively arranged for Oct. 12, and among other things propose at the meeting that dues be increased. Latter will be virtually the same resolu-

(Continued on Page 8)

Such is Fame

On his NBC question bee last Saturday night, Uncle Jim asked a contestant to identify certain radio stars by their theme songs. First number warbled by Jim was: "Your time is my time."

And the contestant answered: "Nelson Eddy."

EIGHT STATIONS ADDED ON SANKA-CBS ACCOUNT

General Foods, for the CBS-Sanka coffee series, has signed eight more stations. New additions, KLS, KLZ, KOY and CBS Pacific coast group, gives the program coast-to-coast coverage. Program starts Oct. 7, 7:30-8 p.m. Young & Rubicam has the account.

Conrad Nagel to Produce "Silver Theater" Series

Conrad Nagel, stage and screen star, has been signed to produce International Silver's "Silver Theater" series beginning Oct. 3 at 5-5:30 p.m. over a CBS network. First stars to be heard are Rosalind Russell and James Stewart.

Neb. Anti-Ascaph Law Termed Unconstitutional

Omaha—Nebraska's recently enacted anti-Ascaph law usurps federal copyright provisions, violates international treaties and is unconstitutional, it was declared by Louis Froehlich, Ascaph counsel, at the federal court hearing which opened Saturday and continued through yesterday,

(Continued on Page 7)

RCA \$50,000 Contest

Camden—A \$50,000 prize contest for the best 25-word statements on "Why I like RCA Victor electric tuning" will be launched on "Magic Key," NBC-Blue Sunday program, Sept. 20, to run for five weeks.

Steady Customers

Boise, Ida.—While in a checking-up mood, KIDO discovered that 11 of its larger accounts have been airing over the station without interruption since KIDO opened for business eight years ago. Six of the accounts have regular programs ranging from quarter hours to full hours daily. One has had same spot entire time.

(Continued on Page 8)



Vol. 2, No. 52 Tues., Sept. 14, 1937 Price 5 Cts.

JOHN W. ALICOATE : : : Publisher

DON CARLE GILLETTE : : : Editor

MARVIN KIRSCH : : : Business Manager

Published daily except Saturdays, Sundays and Holidays at 1501 Broadway, New York, N. Y., by Radio Daily Corp. J. W. Alicoate, President and Publisher; Donald M. Mersereau, Treasurer and General Manager; Chester B. Bahn, Vice-President; Charles A. Alicoate, Secretary; M. H. Shapiro, Associate Editor. Terms (Post free) United States outside of Greater New York, one year, \$5; foreign, year, \$10. Subscriber should remit with order. Address all communications to RADIO DAILY, 1501 Broadway, New York, N. Y. Phone Wisconsin 7-6336, 7-6337, 7-6338. Cable address: Filmday, New York. Hollywood, Calif.—Ralph Wilk, 6425 Hollywood Blvd. Phone Granite 6607.

Entered as second class matter April 5, 1937, at the postoffice at New York, N. Y., under the act of March 3, 1879.

FINANCIAL

(Monday, Sept. 13)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Am. Tel. & Tel.	161	157	159	— 3/4
CBS A	24 3/4	24	24 1/8	— 7/8
CBS B	24	23 5/8	24	—
Crosley Radio	14	13	13	— 1
Gen. Electric	48	44 3/4	46	— 7/8
North American	23 3/8	21 1/8	21 5/8	— 1
RCA Common	9 7/8	8 7/8	9 3/8	—
RCA First Pfd.	67 1/2	62	64 1/2	— 1/2
Stewart Warner	14 7/8	13 5/8	14 1/4	— 1/4
Zenith Radio	37	33	35	—

NEW YORK CURB EXCHANGE

Majestic	2 3/8	2 3/8	2 3/8	+	1/8
Nat. Union Radio	1 1/4	1 1/8	1 1/8	—	1/8

OVER THE COUNTER

	Bid	Asked
Stromberg Carlson	11 1/2	13

WHBQ Adds to Staff

Memphis—Several staff additions and changes at WHBQ are announced by Bob Alburty, manager. Ned Cronk, promotional and publicity man, has been signed as sports editor and commentator. Robert W. Ramsey, U. of Ark. graduate, joins the continuity department. James P. Turner of the production department has left to manage the new station at Okmulgee, Okla., and is succeeded here by Reginald Ferguson.



Radio Newsfeatures

Available to only one radio station in each city

Details on Request

Represented exclusively by

Stephen Slesinger, Inc.
250 Park Avenue New York

NETWORK SONG FAVORITES

Following is an accurate list of performances for the week ending Sept. 11, covering songs played from 5 p.m. to 1 a.m. on CBS and two NBC networks. Only compositions played 15 times or more are included. This listing is a regular Tuesday feature in RADIO DAILY.

Selection	Publisher	Times Played
So Rare (Robbins Music Corp.)		37
Have You Got Any Castles, Baby (Harms Inc.)		33
I Know Now (Remick Music Corp.)		33
Whispers In The Dark (Famous Music Corp.)		32
That Old Feeling (Leo Feist Inc.)		31
Can I Forget You (Chappel and Co.)		26
Remember Me (Witmark and Son)		26
Yours And Mine (Robbins Music Corp.)		26
My Cabin Of Dreams (Irving Berlin Inc.)		25
Moon Got In My Eyes (Select Music Corp.)		24
Afraid To Dream (Miller Music Inc.)		22
Me, Myself And I (Words and Music)		20
Stardust On The Moon (E. B. Marks Music Co.)		20
Stop, You're Breakin' My Heart (Famous Music Corp.)		18
Harbor Lights (Marlo Music Co.)		17
So Many Memories (Shapiro Bernstein Inc.)		17
Smarty (Popular Melodies)		16
You And I Know (Robbins Music Corp.)		16
First Time I Saw You (Santly Bros. Joy Inc.)		15
In A Little Carolina Town (Crawford Music Corp.)		15
Loveliness Of You (Miller Music Inc.)		15

Paul Y. Clark Appointed WJBK Commercial Mgr.

(Continued from Page 1)

Press and the last six years in radio, serving in a contact capacity for WWJ and CKLW.

Other recent WJBK staff changes announced by J. F. Hopkins, owner-g.m., include departure of Jerry Fairbanks, announcer, to become program manager of WTOL, where Marvin Krause, formerly of WJBK and WIND is chief announcer, and resignation of Wayne MacDonnell for an engineering post at WTOL, while Larry Gentile left to join CKLW. Ed MacKenzie has moved into Fairbanks' spot; Fred Knorr succeeds Gentile as nite owl, Theodore Stahl succeeds MacDonnell and William Walker is the new remote operator.

KVOO Makes Morning Survey

Tulsa — The recent local poll of early morning listeners here was made by KVOO, instead of another local station which was inadvertently credited with the survey. A sponsor's hillbilly orchestra was used, with listeners asked if they'd prefer to hear it at 6:30 or 9:30 a.m. Vote was so close that sponsor put the same band on both periods.

Three Proud Pappas

It's a boy at the home of Paul Frinke, chief engineer of WJBK, Detroit; ditto for Charles Brennan, control room engineer at WISN, Milwaukee, and a girl for George Brown, engineer at WSPD, Toledo.



NEW YORK'S
FASTEST
GROWING
STATION

INTERSTATE BROADCASTING CO.
730 Fifth Ave., New York

Expanded Lee Network Signs First Contract

West Coast Bureau, RADIO DAILY

Los Angeles—Lewis Allen Weiss, general manager of the Don Lee chain, has signed the first contract covering the extended 24-station network. Alka-Seltzer's "Newspaper of the Air" goes Pacific Coast via Don Lee on September 27 in a deal involving \$250,000. Program is daily except Sunday at 9:00 p.m., and originates at KHJ with Glen Hardy as commentator.

The newly added Don Lee stations are: KOL, Seattle; KFIO, Spokane; KMO, Tacoma; KIT, Yakima; KTQ, Wenatchee; KVOS, Bellingham; KXRO, Aberdeen; KGY, Olympia; KALE, Portland; KSIM, Salem; KORE, Eugene; KRNR, Roseburg, and KIEM, Eureka.

To Conduct Writing Course

Erik Barnouw, former Arthur Kuder Inc. program director and script writer, will conduct a course at Columbia University this fall on "Radio Writing." A practical "workshop" method will be followed, with an eye on commercial radio. Prominent network executives, script-writers, directors, agency executives and others will be invited to appear as guests. Classes will be held Monday evenings.

Cont'l Agency Network Meets Sept. 17 in St. Louis

(Continued from Page 1)

Agency; John Faulkner Arndt & Co., Brewers, Weeks; A. H. Fensholt Company; Hughes, Wolf & Co.; La Porte & Austin; Larchar-Horton; Dan B. Miner Co.; Scott-Telander; Walker Downing.

COMING and GOING

CLAIR B. HULL, manager of WDZ, Tuscola, Ill., and family are on a two-week vacation trip through the east and Quebec.

ALFRED H. MORTON, manager of NBC managed and operated stations, heads the delegation to Philadelphia for tomorrow's cornerstone laying for the new KYW building.

GIANCHAND MOTWANE, radio and electrical dealer of Bombay, India, arrives in New York this week to confer with Frederick Stark of the Walgreen Co. radio export division from whom he purchases goods.

GRACE MOORE, who has left Santa Monica Hospital for a rest at her Brentwood Heights, Cal., home, is due in New York sometime in October.

BOB MURTHY, manager of the New Kenmore Hotel, Albany, in town buying bands.

FATHER JOHN RENGEL, Chaplain of the Chicago Actors' Guild, arrives in New York tomorrow on his vacation.

JOHN KOEHL, radio editor of the Fort Wayne News-Sentinel, is in town until tomorrow.

H. R. EBENSTEIN, president of Atlas Radio Corp., went to Denver to attend the Morris Plan Bank convention.

A. A. SCHECHTER, NBC's head of news and special events broadcasts in Boston, goes to Belmont, Mass., to air in the International Open Match golf tournament, Sept. 22-28.

LEWIS J. PROCTOR, vice-president of IT&T, and family arrived yesterday from Europe aboard the Normandie.

DOROTHY THOMAN of WHN went to Chicago for two weeks.

COLONEL JACK MAJOR, the CBS "Colonel from Kentucky", heads for Canada on Sept. 28 on a moose-hunting trip, on which he will be accompanied by a Canadian and an Indian guide.

BENNY CASH and TOMMY STANCIL, vocal duo heard over WDNC, Durham, N. C., vacationing in New York.

DAVE MILLER, former musical director of the Miami Beach French Casino, and more recently a radio dance conductor in the middle west, is in New York at the behest of a prospective sponsor.

E. C. MILLS, general manager of Ascaph and Louis Froehlich and Herman Finkelstein of Ascaph counsel, return today from Omaha, where they attended the Federal court hearing on anti-Ascaph legislation.

JOHN ELMER and JAMES W. BALDWIN, president and managing director, respectively of the NAB, left last night for Washington.

Half-Hour Show from Store

Salina, Kas.—Duckwalls, 10 cent to \$1 stores throughout Kansas, are going in for broadcasts from their local store in a big way. "The Voice of the People," the local street broadcast, has been originating in the Duckwall Store for over a year, but now in addition to the Vox-Pop presentation, the Rhythm Rangers, novelty instrumental group, play a 15-minute show direct from the Salina store immediately following the street broadcast. Several hundred people have been on hand at every broadcast. Both 15 minute presentations are carried by the Salina studios of KFBI in Abilene and Salina.

MEET ME AT THE FOOTBALL GAME

Band and Dance Orchestra ready



1619 BROADWAY, NEW YORK, N.Y.

we cover the **ITALIAN MARKET— A BILLION DOLLAR MARKET**

There is a tremendous Italian population concentrated between Connecticut, New York City, Westchester County, New Jersey, Philadelphia and Delaware: 2,500,000 Italo-Americans; 500,000 families; 8,000 groceries; 2,000 drug stores and numberless outlets for practically any product you wish to sell.

We know this market and we feel we know it very intimately. We have worked with it ever since the first Italian program was ever broadcast. It is a billion dollar market and we can place it in the palm of your hand through WOV-WBIL in New York and WRAX-WPEN in Philadelphia.

For the last six years WOV and WRAX-WPEN have done a remarkably fine job: in 1936-1937, 95% of WOV advertisers renewed their old contracts; 20% of WOV, WRAX-WPEN programs are now running without interruptions for more than four years. Time available on WBIL is selling rapidly on the strength that it is fast becoming the most popular Italian Station for evening broadcasts.

We can sell your product—food, clothing, cigars cigarettes, automobiles, tires, gasoline—whatever you have to sell. If you wish detailed information concerning this market, please write today. We are equipped to serve you. A representative of our merchandising department will call at your convenience without any obligation whatever on your part.

ITALO-AMERICANS

(FIRST AND SECOND GENERATIONS)

New York	1,200,000
Westchester County . .	82,082
Connecticut	261,000
New Jersey	507,000
Philadelphia	350,000
Delaware	121,000
TOTAL	2,521,082

WOV WBIL • WRAX WPEN

Day - 1000 Watts Night - 5000 Watts
132 West 43rd St., New York, N. Y.

Day - 500 Watts Night - 1000 Watts
22nd and Walnut Sts., Philadelphia, Pa.

GUEST-ING

HELEN MORGAN, on Jack Eigen's "Broadway Newsreel", today (WMCA, 10 p.m.).

BEN BERNIE, on Al Jolson program, Sept. 21 (CBS, 8:30 p.m.). JOE PENNER, same program, Sept. 28.

MARKA, hand analyst of Hotel Piccadilly Circus Bar, on Glenna Strickland "Happiness Circle", tomorrow (WMCA, 9:15 a.m.).

BOB STEVENS and HARMONY FOUR, NBC San Francisco artists, on "Show Boat", Sept. 16 (NBC-Red, 9 p.m.).

EDWARD ARNOLD, on first Rudy Vallee broadcast from coast, also set for a Lux dramatization in January.

MARTHA DEANE, on the Aunt Jenny broadcast, Sept. 17 (CBS, 11:45 a.m.).

ROY CAMPBELL'S ROYALISTS, on Walter O'Keefe program, tomorrow (NBC, Red, 9 p.m.).

CLARENCE and CLAUDE STROUD, comedians, on Rudy Vallee show, Sept. 16 (NBC-Red, 8 p.m.).

AMPARO ITURBI, pianist, with JOSE ITURBI, conductor-pianist, on Ford Sunday Evening Hour, Sept. 19 (CBS, 9 p.m.).

Joan Brooks' Busy Week

Joan Brooks, who auditioned for an NBC commercial last night, starts a new series at 7:15 tonight over NBC-Blue with an instrumental group conducted by Eddie Rogers; opens a personal appearance engagement tomorrow at the Warwick Hotel; records for Master-Variety with the Ted Wallace Sing Band on Thursday, and on Sunday at 7:30 p.m. starts a weekly broadcast over NBC-Blue with Ted Wallace and Sing Band, Rhythm Quads, Paul Johnson, 3 Little Chickadees, Three Oarsmen and T's Barrel House Quintet.

Newspaper Cancels Swaps

Philadelphia—The Inquirer has notified WFIL and WIP that all time for space swaps with the stations will be terminated Sept. 15. Instead of giving newspaper lines for institutional plugs on the air, The Inquirer's promotional activity in radio will be limited to special events tie-ups with WCAU.

WMCA News Addition

WMCA is now carrying Press-Radio News six days a week. New schedule calls for two shows daily, morning spot at 10:45 a.m. and evening spot at 6:20 p.m. These shows are in addition to other news shots heard regularly on the station.

AD AGENCIES

McCANN ERICKSON, INC., Buenos Aires branch has been appointed to handle the Argentine advertising of Studebaker cars by Ditlevsen & Cia, Ltd. of that city. Appointment becomes effective with the announcement of the new 1938 line.

GUSSOW, KAHN & CO. AGENCY will handle the Roxy Clothes Corp. radio campaign in the future.



● ● ● George Jessel told us the other yawning that he foregoes his performing career because of a new term contract with Warners as a producer. He will only make four guestar appearances this year—besides the transcribed De Soto series....The femme singer on the Joe Penner show will be the "Mystery Singer" who replaces Joy Hodges....Buddy Clark refused a berth in the Fall Phil Baker show....Bert Lahr has been signed to appear in the Winchell-Bernie flicker, "Love and Hisses".... Jack Hasty will be in charge of scripting for the Gruen show, which includes Sheila Barrett and Joe Rines gagging....Lovely Lynn Martin debuts as a solo tomorrow nite on the Walter O'Keefe airing....Sam Arnow is out of Republic Pictures as N. Y. Talent Scout....Gus Arnheim is organizing a new band on the coast to play at the Fair there with June Robbins vocalizing. He is reported set for the "Vox Pop" commercial....Headline in the Oologah (Okla.) Oozings: "Oologah Rid of Tinney—Cal Tinney Reported to have Hornswoggled Campana Co. Out of Job as Radio Master of Ceremonies!"....Cal is "hawg editor" of the paper.

● ● ● Television must be nearer than many of us suspect....In an off-the-record discussion with Dr. Morton Berson, famous plastic surgeon of N. Y., he related the bugaboo of many air stars who have already contacted him for facial operations foreseeing television.... Helen Sawyer of KSFO, Frisco, has been doing air interviews for some years but never encountered the experience of the other day when a "Mr. Hailstone" asked for a few moments. He was shown into her office, but inasmuch as she was busy at the moment she failed to look up when the door opened. When she did, she swallowed and looked again. In front of Helen stood a 6-foot Indian in full war regalia, feathers, tomahawk and all. "Me Chief Hailstone. Me want to talk on radio".

● ● ● "Show Boat" WILL be replaced with the MGM show being produced by Bill Bacher on Nov. 4....Sandy Williams who just closed at the Wm. Penn in Pitts. goes to the Stevens in Chi....Lucky Strike is reported dickering for an all-star show to emanate from the coast....Jane Rhodes, who sang with the Johnny Green crew during the summer on the Packard show, has been held over to appear with Lanny Ross on the new "Hollywood Mardi Gras"....Cartoonist Jimmie Guenther, WDAS, Philly, has been offered a berth with several agencies since the WDAS newspaper campaign began to increase interest for listeners....Russ Morgan's sponsor has set aside the Sept. 21 airing for the benefit of the visiting Legionaires who will witness the show....Gabby Hartnett, catcher for the Cubs, will appear on the Edgar A. Guest show in the middle of the pennant fight....Val Irving is set for a N. Y. debut since clicking big in Canada....Lyn Phillips, who did the brat role in Ivington's version of the "Children's Hour," will be aired via CBS....Fred Waring is a hold-over at the Drake, after which he will do eight weeks of vaudeville with no commercial until after Jan. 1.

● ● ● You've all heard of nail-driving contests for women—but they usually take place on a stage. Johnnie Olson on WTMJ, Milwaukee and State net, turns the tables, however, and will air a women's nail-driving contest on one of his shows this month—giving a blow-by-blow description....Robin Gaardsmoe, 5-year-old vet of the mike, is now a full-fledged staff announcer at KFBI, Salina and Abilene, Kan. He doesn't do Mother Goose rhymes on the show he produces and announces—but swings with the swing bands via records....WWL, New Orleans, has been completely reorganized both in personnel and new business, since the arrival of Vincent Callahan there three months ago.

★ F. C. C. ★
ACTIVITIES

HEARINGS SCHEDULED

SEPT. 23: WHOM, Jersey City. CP to increase power to 250 watts, 1 KW. LS. 1450 kc., unlimited.

Sharon Herald Broadcasting Co., Sharon, Pa. CP for new station. 780 kc., 250 watts, daytime.

Allen T. Simmons, Mansfield, O. CP for new station. 780 kc., 1 KW., daytime.

SEPT. 24: L. L. Coryell & Son, Lincoln. CP for new station. 1450 kc., 250 watts, 1 KW. LS., unlimited.

KFOR, Lincoln. CP to change frequency and increase power to 1450 kc., 1 KW., 5 KW. LS., unlimited.

Walker & Chapin, Oshkosh, Wis. CP for new station. 1010 kc., 250 watts, unlimited.

Carl Latenser, Atchison, Kans. CP for new station. 1420 kc., 100 watts, daytime.

United Theaters, Inc., San Juan, P. R. CP for new station. 570 kc., 1 KW., unlimited.

SEPT. 27: Leon M. Eisfeld, Burlington, Ia. CP for new station. 1310 kc., 100 watts, unlimited.

Sherman V. Coultas, Milton Edge & Hobart Stephenson, Jacksonville, Ill. CP for new station. 1310 kc., 100 watts, unlimited.

SEPT. 28: Jules J. Rubens, Aurora, Ill. CP for new station. 1040 kc., 250 watts, daytime.

W. H. Hartman Co., Waterloo, Ia. CP for new station. 1400 kc., 500 watts, daytime.

KSLM, Salem, Ore. CP for change in frequency and increase in power to 1360 kc., 500 watts, unlimited.

Southern Broadcasting Corp., Bogalusa, La. CP for new station. 1500 kc., 100 watts, 250 watts LS., unlimited.

KSO-KRNT Staff Changes

Des Moines—Recent KSO-KRNT staff changes include appointment of Edmund Linehan as assistant program director, succeeding Lansing Benet, who resigned to become program director of KSOO; assignment of Jimmy Randolph, former NBC vocalist-producer and recently musical director of KFRU, to the continuity department in Linehan's place; Harriet Ristvedt, added to continuity department to succeed May Floyd Sinex, resigned, and addition of Dale Morgan, Wayne Welch and Wayne Varnum to the sales staff, following departure of Phil Hoffman to manage WBNX and Ronald B. Woodyard to be assistant g.m. of KSOO.

Program Director Ranny Daly also has created a new special events department headed by Ken Brown.

Williams Sisters Debut

The Williams Sisters (Ethelyn, Alice and Laura), who have been heard over KPO, San Francisco, featured in "Carefree Carnival" with Meredith Willson, and in Tacoma, make their network debut over WJZ and NBC-Blue tomorrow at 3 p.m. on J. Ernest Cutting's "Airbreaks."

I have the honor of numbering among my clients the following prominent personages:

SHEP FIELDS	RICHARD HIMBER
ARTIE SHAW	TOMMY DORSEY
FRANK PARKER	BERT HIRSCH

Jules Rosenberg
- INSURANCE -
JOHN 4-2800 BEckman 3-0375
80 JOHN ST., NEW YORK



LOUELLA PARSONS has been signed by Warner Bros. for a role in the film "Hollywood Hotel."

Jack Sherrill, agent-manager of Deanna Durbin, was married to Frances Coffey last week.

Ann Jamison, vacationing in the old home town in Canada, will be off "Hollywood Hotel" for a couple of weeks.

Benny Rubin will guestar with Buddy Rogers on the KHJ-Mutual "Script Tease" show tomorrow and replace Buddy as emcee for three consecutive weeks following while he is off on a personal-appearance tour.

Joe Penner is due in this week to ready his 1937-38 series. Cast of last year returns intact, with some added starters, and includes: Lou Merrill, Martha Wentworth, Dick Ryan, Margaret Brayton, Phil Kramer, Mel Blanc, Buddy Duncan, Sidney Miller, Fred Shields, Gene Austin, Coco and Malt, and Jimmy Grier's orchestra, with Camille Soray as vocalist under a new monicker. Jackson Wheeler gets the announcing assignment.

Wendy Barrie has been signed to appear with Jack Haley on the new Log Cabin show. Glenda Farrell was slated originally, but film chores too numerous.

Rudolph Block Jr., son of Bruno Lessing, Hearst columnist, and nephew of Paul Block, stepped into the radio editor's berth vacated by Bernie Milligan on the morning Examiner.

Before departing from Hollywood at conclusion of the Palomar engagement, Benny Goodman and crew waxed four sides for RCA-Victor. Others recording during the past week were Hal Kemp (4) and Lionel Hampton (6).

Raymond Hatton, film actor, has been signed for a comedy spot on Jack Oakie's College.

Claudette Colbert has called off her Young & Rubicam deal for a series of four appearances on the "Silver Theater" program.

Tyrone Power will do "Cardboard Lover" on his initial appearance for Woodbury.

When Burns and Allen will take a four-week respite from their Grape Nuts chore, Oct. 4, they will be relieved by Bob Burns, Phil Baker, Al Jolson and Eddie Cantor, in that order, with all deals set by the William Morris office.

Florence George, femme singing star with Lanny Ross on the NBC Packard show, has bought herself a Universal Microphone Co. "professional model" recording machine and will "air check" her own programs in future, as well as make records for friends at Christmas time. University of Redlands is another Universal customer.

Frederick C. Dahlquist, president of American Radio Features, producer of "Thrills" and other programs, planned to Chicago on Saturday for a three-week stay.

ORCHESTRAS - MUSIC

LES BROWN and His Duke Blue Devils orchestra have been set to record an NBC transcription program and to make a series of six records for Decca this week. Deal handled by Ed Kirkeby of the New York office of CRA. Brown soon starts on a tour of eastern colleges.

WDAS, Philadelphia, is presenting a new series of Irish programs, marking the ninth consecutive year the *Four Provinces Irish Orchestra* has been air-cast. The program features Victor and Columbia artists in the flesh.

Jack Denny and his orchestra have been booked through CRA to play at the New Penn Club, Pittsburgh, starting Sept. 24. The orchestra will be heard over KDKA and the NBC network.

The Original Dixieland Jazz Band, currently featured at the Fort Worth exposition, will return to New York on Oct. 1 to open for CRA at Dan Christie's Old New York Club.

Maurie Sherman and his orchestra go into the Polo Club, Dayton, Ohio on Sept. 18 for CRA.

A new cooperative band opens Wednesday at Joe Rosen's Rainbow Inn. They are the *Rainbow Revels*, organized in Chicago and heard for the first time in New York. They will be aired over WOR and also WNEW.

Hal Kemp's band, recently renewed by Chesterfield for another 13 weeks over CBS on Friday nights with Alice Faye as vocalist, will continue its present engagement at the Coconut Grove of the Hotel Ambassador

in Los Angeles until the end of October. At that time Hal and the boys will play theater, ballroom and college dance engagements along the West Coast, returning to Hollywood every Friday night for their Chesterfield program.

Benny Meroff, comedian orchestra leader, will make a short pix for Warner Bros., featuring his band, on Sept. 29-30. Arranged through Rockwell-O'Keefe.

The Aloha Islanders, featuring Ray Kinney, heard several times weekly over WOR-Mutual from the Hotel Lexington in New York, is the only Hawaiian unit in New York being featured as a dance orchestra. The Islanders use a steel and two guitar combination for the background, played by native Hawaiians, while the rest of the band is comprised of the usual instruments blending in softly with the guitars.

Paul Whiteman and his orchestra are scheduled to play a series of one nighters in the southwest for CRA while enroute to the Pacific coast for theater engagements in Los Angeles and San Francisco. On Nov. 4 the Whiteman orchestra opens at the Drake Hotel in Chicago with a WGN and Mutual network wire.

Bill Hoffman, onetime featured organist in Loew theaters, later accompanist for Rubinoff, and now solo entertainer at the Cafe Lamaze piano, has invented and patented a device to enable organists to play on all four manuals of multiple-manual instruments at one and the same time. The trick now is to revive organs in theaters . . . and Bill's got something there.

WDGY Reinstates Chief Eng.

Minneapolis—George Keene Jacobson, former WDGY chief engineer, who was involved in labor difficulties at the station, has been reinstated by Dr. George W. Young, owner and g.m., in lieu of a plan to arbitrate whether or not the c.e. was discharged for union activity or otherwise. Since the labor troubles arose, Dr. Young engaged M. B. Lowe as permanent radio consultant and chief technician, who continues as technical department head.

WEST Scores a "First"

Easton, Pa.—Anthony Hauck, the Hauptmann case prosecuting attorney, who had refused to write articles on the trial, gave his first public story of the case in speaking before the Kiwanis Club here recently, with WEST airing the talk. Hauck told about the work of collecting evidence in connection with the kidnaped Lindbergh baby.

LaValle to Conduct Classes

Cleveland—Gene LaValle, director of dramatics at WHK-WJAY, has been signed by Cleveland College of Western Reserve University to con-

duct its weekly course in radio dramatics. Students will come to the new WHK-WCLE studios for the classes.

Fishell's Football Spots

Dick Fishell, WMCA sports announcer, has been set for two spots weekly, Fridays and Saturdays, 6:30-6:45 p.m., giving football predictions and summaries. In addition to straight football talks, Fishell will present guest stars at intervals.

Alicoate, Green on Committee

Jack Alicoate, publisher of RADIO DAILY, has been appointed to the entertainment committee for the American Legion convention here next week. Another new member of the committee is Charles E. Green, president of CRA.

RADIO EVENTS, INC.
AN INDEPENDENT PRODUCING GROUP
SERVING ADVERTISING AGENCIES
535 Fifth Avenue,
New York, N.Y.
*From script to production—
that extra something that's good radio*



MOREY AMSTERDAM off to visit wife, Mabel Todd, of Warner Bros. crew in Hollywood.

Allan Grant, NBC pianist; Basil Loughrane, Lord & Thomas production man, and Roy Brower have collaborated in a new tune "Lovely You."

Bob Blaine, until recently associated with Jack Ryan in the Press Agency, plans to shift scene of activities to New York.

Janice Porter of Chicago City Opera Company is singing on the Twilight Musicales series over CBS from Edgewater Beach Hotel.

Margaret Fry, author of "Design for Dying," short story in Sept. 18 issue of Liberty, and two others coming up in Cosmo and Red Book, is wife of Ken Fry, manager of NBC special events dept. here. She has written many First Nighter plays, too.

Richard Marvin, radio director at J. Walter Thompson, off to New York for conference with head men in home office.

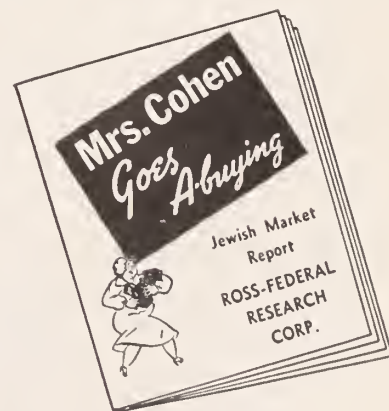
James Olsen and Edward Rees have a new show on WAAF called "Vagabond Trail," presenting song cycles of various nations.

Myrna Dee Sergent back on WAAF after a fortnight's illness.

Harry Creighton, WAAF sports announcer, will tour midwest colleges to get sports dope for football season.

John Van Cronkhite has opened an office in Philadelphia to handle his rapidly expanding affairs.

Sam Weinstein has started a bowling program titled "Tenpin Tatler" on WCFL.



Get Your Copy Now

WLTH

NEW YORK

☆ Program Reviews and Comments ☆

"VOICE OF EXPERIENCE"

Lydia E. Pinkham Medicine Co.
WMCA, Monday through Friday,
2-2:15 p.m. Fed to Colonial Net-
work. Repeat on WHN, Fed to
WLW Line, 2:30-2:45 p.m.
Erwin, Wasey & Co.

EMOTIONAL CLINIC RETURNS ALONG
SIMILAR LINES AS BEFORE BUT FOR
NEW SPONSOR.

After an absence of several months from the air, "The Voice of Experience" (M. Sayle Taylor) resumed activity yesterday over a combination of stations under Lydia Pinkham Co. sponsorship, presenting a program along the lines of his former series which had a wide following.

For his opening shot, Taylor told something of his own personal history, acquainting new listeners with his background and the nature of his program in which he will bring to the air each day a collection of stories dealing with everyday emotional problems, both humorous and tragic.

Previous to his airings over WMCA at 2 and WHN at 2:30 yesterday, Taylor appeared in a sustaining shot at 12-12:15 p.m. over WOR, where he announced a different style of program. With the assistance of a group of associates, he will conduct a new service designed to help listeners to study and better understand themselves.

"ROAD OF LIFE"

Procter & Gamble (Chipso)

WJZ-NBC-Blue, Monday through
Friday, 11:15-11:30 a.m.
Compton Advertising Agency

SERIAL'S OPENING INSTALLMENT
RATES AS REGULATION STUFF OF ITS
KIND.

Making its bow yesterday morning, this new serial, subtitled a "search for truth", sounded pretty much the same as the general run of such presentations. Locale was a hospital, with an interne and a nurse conversing about various matters, specifically a young paralysis patient in whom the interne has taken deep interest. Scene then shifts to the patient's room, where the interne gives the discouraged kid a cheer-up talk that revives her spirits.

Initial script indicates combination of human interest and romance, with plenty opportunities for suspenseful drama. Cast heard in the first installment was thoroughly capable. Mathew Crowley plays the role of the young doctor, with Peggy Allenby as the nurse and Marilyn Erskine as the juvenile invalid.

Script is by Irna Phillips.

"Gulf Summer Show"

The appearance of Jessica Dragonette, Helena Blue's Seven Strings, The Three Marshalls and Ward Wilson, plus the return of Harry Von

"COMEDY STARS OF BROADWAY"

Miles Laboratories, Inc.
WOR, Sunday, 7:30-7:45 p.m.
Wade Advertising Agency

FAIRLY FAST AND ENTERTAINING ET
PROGRAM RELYING ON "GUESTS" FOR
THE COMEDY.

New Alka-Seltzer transcribed shows have Frank Crumit as emcee, a good lively orchestra, and guest stars for the comedy. Johnny Burke, famed in vaudeville for his doughboy monologue, was the laugh-getter on the first show and his stuff is still as funny as ever. He is scheduled for additional shots later on. Crumit did his usual emcee routine in handling the proceedings, also contributing a song or two as he went along. Orchestra kept the musical end peped up nicely, while the Alka-Seltzer credits were neither excessive nor poorly done. Product has received sufficient advertising so that the average listener is well acquainted with Alka-Seltzer and doesn't mind a little sales talk about it.

"THE GOLDBERGS"

Procter & Gamble (Oxydol)

WEAF-NBC-Red, Monday through
Friday, 12-12:30 p.m.
Blackett-Sample-Hummert

POPULAR SERIAL RETURNS WITH SAME
APPEAL THAT MADE IT TOPS IN ITS
CLASS.

Practically taking up where it left off, as far as make-up is concerned, with Gertrude Berg as scripter and chief performer, "The Goldbergs" returned yesterday noon in a new series that promises to be just as popular as its former airings. Action of the present episodes starts with Molly and Jake Goldberg and their two children returning from the west coast, where Jake's venture failed. He is downcast, discouraged and brooding, but Molly continues philosophical, optimistic and sympathetic. Things are due to happen when they reach New York—each of the family members having sent a wire ahead unknown to the others.

Same strong under-current of human interest and heart appeal that characterized the series before is to be found in the present one.

Zell as emcee, made Sunday night's Gulf show, over CBS at 7:30-8, a very enjoyable affair. Miss Dragonette, supported by Burford Hampden, appeared in a slice of Noel Coward's "Conversation Piece," which afforded her opportunity for some nice vocalizing, specially "I'll Follow My Secret Heart," and later she encored with "The Jockey on the Carousel," backed by the chorus.

Miss Blue's instrumental aggregation known as the Seven Strings, composed of three violins, piano, guitar, bass viol and cello, presented

"SUNDAY MORNING QUARTERBACK"

Parker Watch Co.

WOR-WGN, Sundays,
11:30-11:45 a.m.
De Garmo Corp.

FORMER GRID STAR REHEARSES PAST
PERFORMANCES AND DESCRIBES IN-
TRICATE PLAYS.

Benny Friedman, former All-American football star and pro mentor, turned commentator for this series and, judging by the first show, he'll be doing just as well on the nets as he did on the field. With the football season not opened officially until two weeks hence, Benny told of a game in which he participated years ago, followed by a brief discussion of whether pros are better than amateurs and vice versa.

Friedman's delivery was pleasing and his descriptions of plays were worded so that both young and old would comprehend. Sponsor is offering a booklet, "Watch the Passer," free to askers at Parker dealers. Commercial was tied in with football angle. Benny asked listeners to send in their problems and he'd try to answer them. When football season starts, he will discuss the games of the day before in a sort of "second guessing."

some unusual arrangements that combined fine artistry with modern dance tempo. The group has interesting potentialities.

Three Marshalls, mixed vocal trio, did an arrangement of "Gingerbread Boy" that was interesting and highly entertaining, while Ward Wilson impersonated Ben Bernie, Ed Wynn, Fred Allen, and others.

Von Zell was in good form, and same goes for Oscar Bradley's orchestra.

"Continental Radio One Act Theatre"

Under the direction of Eugene Endrey, WHN's one-act theater made its debut at 9 p.m. Sunday with dramatizations of "An Angel Straight from Hell", "The Gong" and "Logical Error". All are European playlets which Endrey recently brought to this country. First play mentioned made the better broadcast. "Logical Error" was second.

Endrey is a little hard to hear over the air because of his accent. Program is seeking one-act plays from its listeners and Endrey will interview any one-act playwrights who contact him. Program is staged by a Broadway cast and will be aired each Sunday, 9-10 p.m.

"Vagabond Adventures"

The Tom Terriss "Vagabond Adventures" heard Saturdays on NBC-Red have undergone a slight change of make-up. Compressed into a 15-

John Nesbitt in

"THE PASSING PARADE"

Duart Sales Co., Ltd.

WOR-Mutual, Sunday, 9-9:15 p.m.
Howard E. Williams

RATHER TALKY QUARTER HOUR ON
NEWS ODDITIES AND TRENDS FOR
FEMME ATTENTION.

John Nesbitt offers a quarter-hour period so predominantly aimed at the feminine listeners that the gal in question had better be alone in the house if she expects to let the men folks leave the dial as is. While it is true that cosmetics are being sold, there is little if anything of interest to hold an audience not interested in the fan type of gab, and there seems to be too much of it, packed solidly in the 15-minute show. Items included the fact that various stories cropping up in the news are not exactly new, the same stunt having been pulled in the past, such as the girl offering herself for sale, lock, stock and barrel for \$20,000 so that she may provide a home for her folks; woman passing out handbills which state she is a rich widow seeking a husband, was done centuries ago also, and there is the analogy of Robert Taylor's rise to fame, via plucked eyebrows.

Credits for Duart products are not too firmly impressed, or perhaps get lost in the shuffle of so much additional talk. Program originates in San Francisco, at KFRC studios and is fed to WOR, WGN, WAAB and CKLW.

minute period, at 5:15-5:30 p.m., the presentation is made somewhat in the form of a letter being written by the traveling Terriss to a friend back home, and the highlights are briefly dramatized, with a musical background accompanying the program from start to finish. Last Saturday's episode dealt with Spain.

Georgie Price

New policy inaugurated Sunday by Georgie Price, now heard at 6-6:30 p.m. over WOR-Mutual, of giving audience to amateur comedy writers, did not prove very fruitful at the first session. The two tyros presented on this program did nothing more than rattle off puns and gags that anybody can clip from humor columns. If new comedy writers are to be discovered, they should be boys who can originate and develop material, not merely string popular jokes together into a monologue.

The Price program thus far has failed to develop into anything more than a workmanlike routine show. It lacks the enthusiasm, effervescence and snap that Price used to exhibit before he devoted the major portion of his time to business and finance. It's hard to shift cylinders from Wall Street to the business of entertaining.

NEW BUSINESS

Signed by Stations

KFEL, Denver

Midwest Milling Co., through Raymond Keane agency; Red-Dot Oil Co.; Willard Tablet Co., through First United Broadcasters, Chicago; Utilities Engineering Institute, through First United Broadcasters, Chicago; Gardner Nursery Co., through Northwest Radio Adv. Co.; Moffatt Coal Co., through Wooley & Hunter agency; Campa Italian Balm program, through NBC; Carter Medicine Co., through Spot Broadcasting, Inc., N. Y.

WHN, New York

Pinex Co. of Indiana, disks, through Transamerican; Knox Co., Los Angeles, 15-minute musical show weekly, through Allen Smith Agency, Kansas City; Lea & Perrins, through Schwimmer & Scott, Chicago, handling; Louis-Howe Co., St. Louis, through H. Kastor & Sons.

WBT, Charlotte

Devoe & Reynolds Co. (paints), through J. Stirling Getchell; Ford Motor Co., Charlotte, through Eastman, Scott & Co., Atlanta; Rit Products, through Earle Ludgin Inc., Chicago; John B. Daniel Inc., Atlanta (Cheney's Expectorant), through Groves-Keen Inc., Atlanta.

WAAT, Newark

I. D. A. Drug Chain, renewal for 52 weeks, with provision for expanding schedule, through Wm. N. Scheer Agency, Newark; Wilderott Store, renews "Your Skyways Reporter" with Bob Becker for 26 weeks, through Scheer Agency.

WHBQ, Memphis

Adam Hats, New York, nightly quarter-hour, "Sportlights," conducted by station's sports editor, on behalf of newly opened Memphis store.

KFVS, Cape Girardeau

Zenith dealer, "Man on the Street"; Philco, radio mysteries, through Artophone Corp., St. Louis.

WNEW, New York

Alkine Laboratories, through Schilkin Adv'g Corp.; Jules Chain Stores, through Klinger Adv'g Agency.

KJR, Seattle

Safeway Stores, "Billy and Betty."

LINCOLN

Alene McKinney takes over the news and other KFOR assignments of Richard Gloyne during latter's vacation.

J. Gunnar Back, KFAB-KFOR continuity chief, will give instruction in radio writing and radio history at two U. of Neb. evening courses this year.

KFOR will originate the Nebraska-Minnesota game Oct. 2 for Mutual, with Reginald B. Martin, station manager and official U. of Neb. football announcer, at the mike.

**Neb. Anti-Ascap Law
Termed Unconstitutional**

(Continued from Page 1)

with the three judges reserving decision. Froehlich and Herman Finkelstein were here from New York in an effort to have the law set aside. L. J. Toepel of Omaha, who as the legislature's legal adviser opposed passage of the bill, also testified. The state was represented by Asst. Attorney-Gen. Barlow of New York City and William H. Holtz of Omaha. E. C. Mills, Ascap g.m., also was here.

Last year \$36,000 was paid in royalties by Nebraskans using music for profit, but since the law was passed not a cent has been paid, Froehlich said. Toepel derided the provision of the law which entitles purchaser of sheet music to use the composition for private or public purposes and to permit others to use it for profit.

SAN FRANCISCO

Ford Billings, general manager of California Radio System (western Hearst unit), here on business, visiting KYA.

Harry F. Anderson, sales manager of NBC western division, has made two additions to S. F. sales staff: William Bernard Ryan and Raymond A. Smart.

Four San Francisco radio men are 20 smackers richer today. At California State Fair (Sacramento) on Radio Day they bet on a nag named Pacific Hall—the surname of Bob Hall, S. F. Call-Bulletin radio editor, who is home from a Mexican vacation. For a rib, they bought a ticket each in pari-mutuel. Hall, an ultra-long shot, came in first. The radio-men jingling extra change are J. Lester Malloy, KGGC; Charles Harper, KQW; and Art Westlund and Don Hambly, KRE.

Al Towne, KSFO engineer, appointed transmitter supervisor for new 5000-watter.

D. W. Thornburgh, CBS vice-president in charge of Pacific Coast operations, passed through S. F. with family en route to Los Angeles home from Lake Louise vacation.

It's a girl, weighing seven pounds three ounces, at home of Max Freshlow, KYA musical staff.

Tom Jones, KYA announcer-producer, lost voice and can't work at mike. Doc says it's laryngitis. Tom says it's h—.

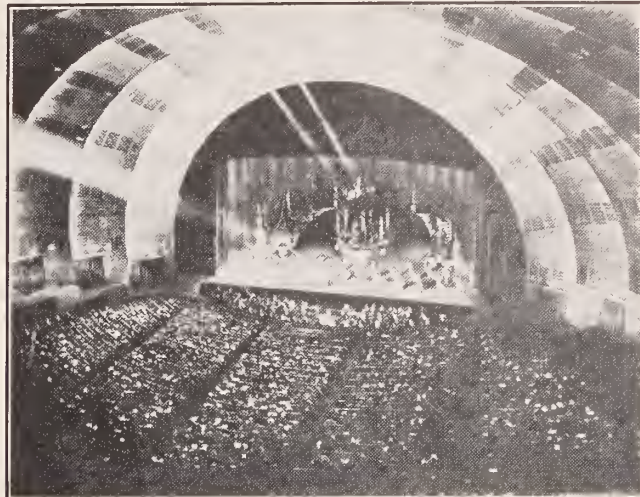
Tro Harper editing KSFO newscast, aired by Bob Garred and hooked up under title "Streamlined Headlines."

ST. LOUIS

Jimmy Burke, chief engineer, and Wright Esser, program department, both of KWK, on vacation.

Carol Gay, KMOX woman commentator, reported improving at Deaconess Hospital, where she has been laid up by sleeping sickness.

Tommye Birch, former KWK songstress, returns for an appearance at Municipal Auditorium with Rubinoff on Sept. 18.



Radio City Music Hall
brings hearing to its
deafened patrons with

ACOUSTICON THEATREPHONES!

THOUSANDS of motion picture houses, large and small, are bringing theatre hearing to the deafened with Acousticon Theatrephones. These installations are energized directly from the sound system—are increasing box-office receipts by as much as 10%—invariably attract deafened audiences from areas outside the normal market of the equipped theatre. The individual Theatrephone enables the deaf to hear by a combination of bone and air conduction—a technique which made possible the development of the Dictograph Silent Radio and its Acousticon Mystic Ear. This radio, for the first time, offers personal radio listening: "One can listen, while others sleep, talk, read." Both the Theatrephone and Silent Radio are manufactured by the Dictograph Products Co., Inc.



DICTOGRAPH PRODUCTS CO., INC.

580 Fifth Avenue - - - New York, N. Y.
MANUFACTURERS OF PRECISION EQUIPMENT SINCE 1902

NAB CALLS AFM PARLEY; IRNA REPORTS PROGRESS

(Continued from Page 1)

tion that was voted down at the last convention in Chicago.

Most important probably is the action of the board in taking cognizance of the fact that conflicting interests exist in the NAB membership and that a departmentalization of the organization is a necessity.

The IRNA, which continued its meetings until Sunday afternoon before voting an adjournment, reports considerable progress, with the main bone of contention still being a formula for allocating the expenditure among its ranks of the additional \$1,500,000 for musician salaries. The Special Advisory Committee headed by W. S. Hedges of WLW has added three more men to carry out its duties and aid in special directions. These three are John Shepard 3rd of the Yankee network, who will help work out a formula or yardstick for applying the additional musician costs; L. B. Wilson, WCKY, already head of the finance committee, and George Norton, WAVE, who will work on the type of contract to be arranged between the AFM and the broadcasters. Norton is an attorney as well as owner of WAVE. Mark Ethridge was assigned to form a committee to acquaint the NAB officially as to the IRNA progress and its stand. Other members of the committee will deal with the networks sometime today and seek to work out a lower consideration from NBC, CBS and Mutual for time or monetary exchange for sustaining programs. Actual exchange of money is mostly confined to Mutual, where as NBC and CBS have time swap arrangements averaging four to five hours daily.

Understood that the two large webs have offered to reduce the sustaining costs by 10 per cent of \$1,500,000 to affiliates other than their owned, managed or operated stations. Webs are taking the extra costs to themselves as a serious proposition, and the committee representing the independently owned affiliates will endeavor today to get more than the 10 per cent proffered. At the meetings of the IRNA it was proposed that they seek the equivalent of two-hour reduction in the number of

★ Coast-to-Coast ★

THE Mast Sisters Trio, staff artists on WIL, St. Louis, for the past four years, became a duet when Elsie was stricken with a serious throat and ear infection last week. So, like good troupers, Rosalie and Judy Mast are carrying on their arrangements to conform to two voices.

WRBL, Columbus, Ga., has issued a new rate card, effective Sept. 15. Prepared along the lines of the accepted "A A" form, the card is so arranged that all rates appear on one side and the station's facilities on the other. Accompanying the card is a letter from Manager J. W. Woodruff Jr. explaining the improved service of the "Greater WRBL."

Len Doese has been named chief engineer at WIBU, Poynette, Wis.,

hours required by the networks for sustaining time exchange.

IRNA meetings were plenty hot, with various factions fighting for their side of the case. The hard-pressed advisory committee offered to resign three times, but finally received a vote of confidence, well earned in the opinion of the great majority present. Hedges stated that the AFM was amenable to the proposal that the affiliates absorb an additional \$1,500,000 worth of musicians, but since no specific number of men was mentioned by the AFM the yardstick as applied to stations remains to be worked out. IRNA insists that an arbitration clause be used as in most American Federation of Labor contracts, but not now existing in the American Federation of Musicians. Arbitration clause has been objected to by AFM, but not definitely refused so far.

Every effort will be made, according to the IRNA to achieve a settlement before Oct. 1, and tomorrow the IRNA committee will again confer with Pres. Joe Weber of AFM and members of the AFM executive committee. Other stipulations voted or proposed at the IRNA meetings have not been put in concrete form as yet, but the committee states it intends to approach all problems with utmost fairness to all concerned. This applies not only to working conditions for musicians, but allocation of the money involved. It is understood that whatever agreement with the AFM is concluded by IRNA, the network owned and managed stations of NBC and CBS will agree to the same conditions, although the networks were not represented at the meetings. Key stations in such spots as New York, Chicago and Los Angeles will make separate agreements.

IRNA will seek a two-year contract and no stations now hiring musicians will in any case reduce the number now employed. What is

while Russell Salter has been named head announcer at the Wisconsin Broadcasting System's Portage station. Both were formerly of Fond du Lac.

Frank Werth's "Jam Session," long heard over WTMJ, Milwaukee, on Saturday afternoons, has been switched to Sundays, with Bob Heiss emceeding the program.

Ken Hegard, announcer at WRJN, Racine, Wis., is the daddy of a baby daughter.

Robert Gregory, sales manager of WMBG, Richmond, has added Macon D. White to his sales force. White came to Richmond from Lynchburg, where he was engaged in the advertising business.

most desired, according to Hedges, spokesman for IRNA, is stability in the industry, not only as to the labor situation but even to power rates and kindred matters. Continuation of the IRNA as an organization, is still a matter to be decided.

The IRNA voted to accept the NAB resolution on departmentalization and hiring of special attorney.

NAB board held a 17 out of a 19 man quorum, only men missing being John Patt of WGAR and Harold Hough (NAB treasurer) of WBAP. Resolution stated that the board recognized that an emergency existed in the broadcasting industry due to AFM demands, directly or indirectly, and as a result was calling a special meeting in accordance with the by-laws.

Statement by NAB, issued by James W. Baldwin, managing director, and John Elmer, president, reads as follows:

"The National Association of Broadcasters always has invited all broadcasting stations to membership. As a consequence there has existed in the NAB membership from time to time conflicting interests which could not be represented by the NAB Directorate. Nevertheless the NAB stands as the defender of the American System of Broadcasting.

"Realizing that various classes of stations within the broadcasting industry have divergent interests which cannot always be served by the NAB and that three organized groups representing such classes have already been formed (e. g. the clear channel, the regional and the local stations represented at the October Hearings before the FCC) the Board endorses the formation of such organized groups within the NAB and invites these groups to become departmentals in the NAB. The Board also realizes that the stations affiliated with network companies have problems unlike the problems of unaffiliated stations and that they should be organized as a departmental of the NAB; and that the organization structure of the Association must be sufficiently elastic as to permit fair and impartial representation of various groups and interests as may be created from time to time by varying circumstances and conditions.

"The Board authorized and directed negotiations for the retention of counsel to represent the membership in matters of national importance."

KEN MCCLURE ELECTED PRESIDENT OF ARNEW

(Continued from Page 1)

chairman of the executive committee.

Other officers are: Beckley Smith, WJAS, Pittsburgh, first v.p.; Ken Miller, KVOO, Tulsa, second v.p.; Jack Harris, WSM, Nashville, third v.p.; Al Hollender, WJJD-WIND, Chicago, secretary-treasurer. Officers also on the executive committee are Bob Hurleigh, WFBR, Baltimore; Roy Brant, KFVB, Bismarck; John Hughes, Don Lee net, San Francisco; Foster May, WOW, Omaha, and Erle Smith, KMBC, Kansas City.

At Sunday's final session, the convention ratified the constitution, which invests complete authority in the hands of the board headed by Van Cronkhite. The labor situation was completely passed over, but a code of ethics was adopted with a view to handling news in the best interests of the public.

Boake Carter, unable to attend because of illness, sent a written address cautioning radio and the press to bury the hatchet lest the forces of totalitarianism and absolutism "take instant advantage of divided counsel and destroy the two great bulwarks of democracy that remain today." He opposed radio censorship and viewed with some alarm the growing control of stations by newspapers.

McClure said ARNEW would build a strong organization that would promote good journalism as interpreted by radio. Plans were laid for interchange of views and ideas by members, with headquarters here serving as clearing house.

Application for Illinois charter is being made. Next convention probably will go to San Antonio, with Nashville and Baltimore as alternate possibilities.

KFBI Salina Expansion

Salina, Kas. — Construction starts immediately on new studios and offices for the Salina headquarters of KFBI of Salina and Abilene. New location will offer almost five times as much space as KFEI now has here. The new set-up will include two studios, announcers booth, control room, lounge, offices and an auditorium studio seating 250 people.

With fall and winter accounts coming in, KFBI has increased its staff of entertainers. New programs now being broadcast include Lois and Joe, harmony team with Earnest the Nurseryman; the Rhythm Rangers; Herb Lindsey, cowboy singer; The Dude Rancher, cowboy singer; The Southernaires, instrumental group; The Top Notes, harmony trio; Dixie Dickson and Jack Shumard, ballad singers, and Paul and Mac in Pickin the Air Pockets.

ONE MINUTE INTERVIEW

BOB STANLEY

"With all major networks seriously studying the television problems, the present mode of over-arranging will soon be over. Television will force orchestra leaders to revert back to vaudeville technique, when the type or style of music had no special significance. It was the entertainer who 'sold' himself."



RADIO DAILY

Serving the Better Interests of Commercial Radio and Television



VOL. 2, NO. 53

NEW YORK, N. Y., WEDNESDAY, SEPTEMBER 15, 1937

FIVE CENTS

IRNA Meets AFM Today

OMEGA CHEMICAL CO. SET ON 16 STATIONS

Omega Chemical Co., through Husband & Thomas, will start a nationwide live spot announcement campaign on 16 stations the week of Oct. 4. Plugs will be aired at least once a day and run for six months. Stations on the schedule are: KFJR, KFI, KHJ, WHP, WTAR, KTSA, WLW, KTBS, KSL, KRNT, WMT, KOY, WGBI, KHQ, WFLA and WQAM.

WSGN to Show Television At Alabama State Fair

Birmingham—WSGN engineers are progressing nicely with their lessons in television, and hope to give tele demonstrations at the Alabama State Fair, Sept. 27-Oct. 2.

General Motors Organizes Permanent Concert Troupe

General Motors Concerts, starting Oct. 3 at 8-9 p.m., will present radio's first permanent concert company formed by eight operatic and concert stars. Group already includes Grace Moore, Maria Jeritza, Helen Jepson, Richard Tauber, Joseph Schmidt and Donald Dickson. Two additional singers will be brought over from abroad. The artists will appear as
(Continued on Page 3)

Gen. Electric Renews

General Electric, through Maxon Inc., has signed a 13-week renewal for the Phil Spitalny all-girl orchestra series which is aired over 55 NBC-Red network stations, Mondays, 9-9:30 p.m.

Stewey Stunt

New Orleans—Not satisfied with airing a spaghetti eating contest, WWL is now planning an oyster eating contest. The plan is to tie in a wholesale oyster house for the oysters, with a brewery for beer and a possible tieup with a cracker factory. A fourth and fitting arrangement might be made with a hospital.

ARNEW Monthly Mag

Chicago—A monthly publication for members is to be issued by Ass'n of Radio News Editors and Writers. Regional group meetings also are to be held, with actions of these confabs recorded in the journal. Another project being considered is preparation by ARNEW of radio newscasting courses for various universities.

COMMENTATOR MAGAZINE SPLITS MUTUAL PROGRAM

Commentator magazine, which originally planned to use a half-hour program on Mutual once weekly, has changed its schedule to two 15-minute programs a week. First broadcast will be heard next Sunday at 9:30 p.m., with a Thursday show later in the week at 10 p.m.

Series will feature prominent radio commentators. Lowell Thomas will start the series, followed by John B. Kennedy for the Thursday spot. Others booked are Boake Carter, H. V. Kaltenborn, George Sokolsky, Upton Close and Linton Wells. Program will be aired by WOR, WGN, WLW and the Don Lee network. Cecil Warwick & Legler has the account.

Bakers Extract Signs 4 New England Outlets

Springfield, Mass.—Bakers Extract has taken participations on WGY, Schenectady; WHAM, Rochester; WFBL, Syracuse, and WNAC, Boston. Contract is for 52 weeks, through William B. Remington Adv'g Agency.

Kiggins is Promoted by NBC; Brophy Joins Can. Marconi

Standard Oil of Ohio Sponsors Rams' Games

Cleveland—Standard Oil of Ohio is sponsoring the 11 games of the Cleveland Rams, newest addition to the
(Continued on Page 3)

Lohr and Klauber Attend Joint Parley of IRNA Committee on Reduction of Sustaining Time Exchange

"TONIC TIME" CAMPAIGN USING BIG STATION LIST

A list of stations that may total 75 or more will be used in the "Tonic Time" transcription campaign being launched by 3-S Tonic. Transamerican is waxing the series, with talent including Joe Green's marimba orchestra; Kay Spaulding, vocalist; a quartet, and Len Sterling as announcer.

Attorneys in Ascap Suit Given 10 Days for Briefs

Omaha—Attorneys for both sides in Ascap's suit seeking to have the law banning the organization in Nebraska declared unconstitutional have been given 10 days by the three-judge Federal Court to submit briefs.

Weed Gets WLEU

Weed & Co., effective tomorrow, becomes national representative for WLEU, Erie, Pa. Station, owned by Leo J. Omelian, is an NBC affiliate. McGillvra formerly handled the station.

Seek Regional Sponsors

With the approval of Judge Kene-saw M. Landis, czar of baseball, Mutual is attempting to interest regional sponsors in the sponsorship of the World Series games over the MBS web. Network has retained the radio rights option for another week.

Whether the progress made so far by the Independent Radio Network Affiliates in seeking to solve the AFM situation will gather fruit for its efforts hinges today on the outcome of the conference to be held by the IRNA Advisory Committee and the Executive Committee of the AFM. Conference is scheduled for 10 a.m. with the full AFM Executive Committee which held a preliminary session yesterday afternoon to talk over matters that have developed through the IRNA meetings.

Although it is agreed that the \$1,500,000 additional musician salary to be expended annually is okay to both the IRNA and AFM, a form of
(Continued on Page 3)

AGRAP AND ACA UNIONS SIGN UP MORE STATIONS

Radio announcers and producers employed by WBNX, New York; WAAT, Jersey City, and WEEL, Boston, are the latest groups to join the American Guild of Radio Announcers & Producers. WEEL is a CBS operated station. It is also rumored
(Continued on Page 3)

Residential Community Plans Air Exploitation

Newark, N. J.—A series of broadcasts publicizing advantages of Essex County as a residential area is being worked out by the Essex County Conference of Municipalities. The
(Continued on Page 3)

Double Feature

First "double feature" of the air starts Sept. 28 when "Camel Caravan" starts its new season over CBS with two completely independent half-hour programs, the Jack Oakie "College", heard from Hollywood at 9:30 p.m. and Benny Goodman's "Swing School" picking up from New York at 10 p.m.

(Continued on Page 3)



Vol. 2, No. 53 Wed., Sept. 15, 1937 Price 5 Cts.

JOHN W. ALICOATE : : : Publisher

DON CARLE GILLETTE : : : Editor
MARVIN KIRSCH : : : Business Manager

Published daily except Saturdays, Sundays and Holidays at 1501 Broadway, New York, N. Y., by Radio Daily Corp. J. W. Alicoate, President and Publisher; Donald M. Merseu, Treasurer and General Manager; Chester B. Bahn, Vice-President; Charles A. Alicoate, Secretary; M. H. Shapiro, Associate Editor. Terms (Post free) United States outside of Greater New York, one year, \$5; foreign, year, \$10. Subscriber should remit with order. Address all communications to RADIO DAILY, 1501 Broadway, New York, N. Y. Phone Wisconsin 7-6336, 7-6337, 7-6338. Cable address: Filmday, New York. Hollywood, Calif.—Ralph Wilk, 6425 Hollywood Blvd. Phone Granite 6607.

Entered as second class matter April 5, 1937, at the postoffice at New York, N. Y., under the act of March 3, 1879.

FINANCIAL

(Tuesday, Sept. 14)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Am. Tel. & Tel.	163	157	162 3/4	+ 6
CBS A	25 1/2	25	25 1/2	+ 1 3/8
CBS B	24	24	24	
Crosley Radio	14	13 1/2	14	+ 1
Gen. Electric	48 3/8	46 3/8	47 1/2	+ 1 1/2
North American	23	22 1/8	22 7/8	+ 1 1/2
RCA Common	10 1/4	9 5/8	10 1/8	+ 3/4
RCA First Pfd.	68	66	67 5/8	+ 3 1/8
Stewart Warner	15 1/4	14 3/4	15	+ 3/4
Zenith Radio	37 1/4	35 3/4	36 3/4	+ 1 3/4

NEW YORK CURB EXCHANGE

Majestic	2 1/4	2 1/8	2 1/8	— 1/4
Nat. Union Radio	1 1/2	1 1/2	1 1/2	+ 3/8

OVER THE COUNTER

	Bid	Asked
Stromberg Carlson	11 1/4	12 3/4

Tooke New Program Director

Ft. Wayne, Ind.—Franklin Tooke has been made program director of WOW-WGL, succeeding Mrs. Dorothy J. Durbin, who resigned to open a radio technique school tomorrow in connection with Aunt Sally's Studio. Bob Wilson and Jeanne Brown of WOW-WGL will instruct classes at the school.

Prof. Quiz on Road

The CBS-Nash-Prof. Quiz show for the next two Saturdays will air from KNX, Los Angeles. The Oct. 2 broadcast will be keyed from WBBM, Chicago, then back to the New York studios. Program is heard at 9 p.m.

Atonement Services on WQXR

WQXR will broadcast exclusively the Atonement Day Memorial Services conducted by Dr. Stephen S. Wise, Rabbi of Free Synagogue from Carnegie Hall at 3-4 p.m. today.

First in local accounts
in Chicago

WGES

(In the heart of Chicago)

Songwriter Ass'n Form Opposed by Publishers

After close examination of the proposed form of letter agreement which the Song Writers Protective Ass'n has submitted to all publishers in connection with transcription, synchronization, phonograph record and all other mechanical uses of songs to be acquired in the future, Harry Fox, general manager of the Music Publishers Protective Association has informed his publisher members that it would be economic suicide to execute such a form of contract with the writers.

Particular stress is laid on the Article IX of the SPA by-laws, the inclusion of which in the proposed contract means that the publisher is giving up valuable rights, including the questionable express, "radio rights", also television rights. The "radio rights" are too broad to be defined and in the opinion of MPPA may also mean radio broadcast performing rights.

Specifically, 11 points are mentioned in the Fox letter as being highly objectionable to the publishers. One of the points is that the publisher would be actually getting only 40 per cent of transcription or similar royalties.

WNEW Adds Musicians

Acting to forestall any trouble that may arise as a result of the current AFM-broadcasters meeting, WNEW, it is understood, has signed a contract with the local union calling for an increase of staff musicians and an increase in wages. Contract calls for 10 staff men, but station will probably maintain a staff orchestra composed of 14 musicians.

Election News Jam

Broadcasting of results of the primary election tomorrow was thrown in a turmoil yesterday when it was learned that the N. Y. City News Association has refused to supply radio stations in the New York area with information free of charge. In the past, the bureau has supplied any station desiring information with results for special broadcasting purposes. This year, however, City News agreed to sell service to outside newspapers at a pro rata rate, which came to approximately \$500.

Taplinger Adds to Staff

Robert Taplinger, Inc. has added Paul Price, formerly with M-G-M, Sally Wohl and Herschel McGraw, photographer, to the Hollywood office, under Pauline Swanson.

Additions to the New York office include Sam Geison, writer, and Bruce Prahar, photographer.

Mennen Again on WOR, WGN

Mennen Co. (shaving preparations) will again air "Famous Jury Trials" over two MBS stations (WOR, WGN) beginning Sept. 27, 10-10:45 p.m. Program will also be heard over the WLW Line. H. M. Kiesewetter has the account.

Atlantic Refining Sets Announcers for Football

Atlantic Refining has named the following announcers to handle its football airings this fall. Games will be heard over 66 stations on the Atlantic coast. Announcers are: George Walsh, Dan Daniels, Frank Blair, Charles Bateson, Dode Phillips, Marcus Bartlett, John Tillman, Lee Kirby, Ken Gerard, Meb Davis, Ira Avery, Peco Gleason, Joe Handlan, Jake Slagle, John Wilbourn, Jack Barry, Sandy Guyer, Woody Wolf, Tom McMahon, Al Triggs, Jack Ingersoll, Jay Wesley, Byrum Saam, Kirby Cushing, Bailey Goss, Ed Gundaker, Dick West, John Smith, Herman Reitzes, Gorman Walsh, Claude Haring, Bill Sutherland, Jimmy Murray, Norman Twigger, Gil Gibbons, Fred Joyner, Dan Dwyer, Jack Fraser, Joe Jay, Bill Hewitt and Bill Crowell.

CBS Shows 320% Gain In Automotive Hours

CBS time sales for June, July and August show a 320.9 per cent gain in automotive accounts over the same period in 1936. Billings for these accounts in the 1937 quarter were \$640,986. Soaps and supplies gained 260.9 per cent; tobaccos, 62.8; lubricants and fuel, 44; drugs and toiletries, 31.4, and food and food drinks, 14.9.

Sports Stars in Bike Series

Joe Williams, Scripps-Howard sports columnist, will be first guest star on "Bicycle Party", the Cycle Trades of America program starting Sept. 26 at 3:30-4 p.m. over NBC-Red. Show will feature sports and adventure, with Bill Slater as emcee, Alois Havrilla as announcer, Hugo Mariani directing the orchestra, and Bert Swor and Lou Lubin, comedians, and Bert Whaley, baritone, among the talent.

Pet Milk Sets Talent

Mary Eastman, soprano; Bill Perry, tenor; a 16-voice chorus, and Gustav Haensch's orchestra will make up the talent roster for "Saturday Night Serenade", Pet Milk program, which returns to the air over CBS, excluding WABC, Oct. 2 at 9:30-10 p.m.

Phil Cook Resumes Monday

Phil Cook resumes his "Morning Almanac" on WABC next Monday at 8-9 a.m. The series, directed by Margaret Lewerth, will have John Reed King, announcer; Fred Feibel, organist-pianist; Dave Grant, pianist-tenor; Cliff Weston, baritone; Bunny Coughlin, baritone, and the Back Bay Boys.

2 WLW Shows on WHN

Aunt Mary's "Advice to Mothers", coming from Cincinnati via WLW Line, will be heard over WHN starting Sept. 21 at 9:30 a.m., and "Cafes of the World" emanates from the same source tomorrow night at 9.

Another new WHN program is Lady Kitty Barling, discussing women in the news, Mondays and Fridays at 12:15 p.m.

COMING and GOING

HAL THOMPSON, recently with the radio division of the Federal Theater, sails today for England to join Gaumont-British Pictures.

EDITH M. STONE of CBS station relations and her sister, THERESA, leave town Tuesday by auto for West Coast vacation.

LOUIS K. SIDNEY, managing director of WHN, has left England on the Queen Mary and will arrive in New York on Monday.

HOTCHA GARDINER, Washington, D. C., orchestra leader, is in New York for a few days.

JOHN SCHULTZ of the N. Y. office of Fanchon & Marco arrived yesterday from Hollywood.

FRANCES MADDUX, radio and night club singer, arrives on the Normandie today.

C. F. KETTERING, vice-pres. of General Motors, and MRS. KETTERING arrive on the Normandie today.

NICK LUCAS returns East from Hollywood on Sept. 28.

MARY SMALL goes to Boston tomorrow for theater engagement.

JERRY KING and MILTON BLINK of Standard Radio, Los Angeles and Chicago, respectively, are in town for a few days.

STANLEY N. BARBEE, president of Coca-Cola Co., arrives on the Normandie today.

WBT Season's Schedule Best in Station History

Charlotte—Schedule of sponsored features already booked by WBT for the new season is the most comprehensive in the station's history, according to Sales Manager Dewey H. Long. At the same time, General Manager William A. Schudt Jr. stated that the sustaining features to be aired by the CBS outlet is equally impressive, though less time than ever remains for sustainings.

Accounts already listed include Purina, Detroit Soda Products, Drug Trade Products, Procter & Gamble, Chilean Nitrate, Mantle Lamp, General Electric, Comet Rice, Castleberry Food Products, Chevrolet, Miles Laboratories, A. K. Sutton (Philco), Atlantic Refining, DeVoe Reynolds Paint, De Soto, Rexall and others.

Representing Sound Library

Charles Michelson has been appointed eastern representative of Speedy-Cue Sound Effects Records Co. of Los Angeles.

Olga Bacanova on Mutual

Olga Bacanova, stage and screen star, will headline her own "Continental Revue" over WOR-Mutual starting Sept. 20 at 8:30-9 p.m. It will be her first regular radio program.

Uncle Jim's First Year

"Uncle Jim" McWilliams on Saturday will complete a full year of broadcasting his "Question Bee" for G. Washington Coffee, through Cecil, Warwick & Legler Inc. Program is on NBC-Blue.

RALPH KIRBERY

"The Dream Singer"

MANAGEMENT
WILLIAM MORRIS AGENCY

BROADCASTER COMMITTEE MEETS WITH AFM TODAY

(Continued from Page 1)

contract to be executed will probably be decided upon today, or at least time granted to draw up one suitable to both sides.

Short session yesterday was held by the IRNA committee waiting on the networks for a sustaining time contribution toward helping the stations meet the added payroll. As already stated in these columns, the IRNA instructed its committee to ask for a two-hour deduction of the station time required by networks in exchange for supply of sustaining programs. Networks have offered to meet the equivalent of 10 per cent of the \$1,500,000 annual expenditure, but the two-hour proposition will run into several hundred thousand dollars, according to network tentative figures and one rather large for the webs to take on.

Edward Klauber, executive vice-president of CBS, and Lenox R. Lohr, president of NBC, met jointly with the IRNA committee on the sustaining proposition. Both sides having previous engagements, the talk was adjourned until later in the week, since the meeting with the AFM intervenes today. This is probably the first time both heads of a major network met jointly with affiliates of both their webs in a common problem.

Meantime other committees appointed by IRNA are working at their respective assignments, such as seeking formulas for allocation of additional station expenditures for the incoming musicians and to treat with the NAB board on the AFM and other important matters. The committee chosen by Mark Ethridge of Louisville to confer with the NAB board prior to the NAB's forthcoming general meeting here early next month is comprised of Don S. Elias, chairman of Ashville, N. C.; Don Davis of Kansas City; Edgar Bill of Peoria; Edgar Bell of Oklahoma City, and Samuel R. Rosenbaum, Philadelphia.

Barry McKinley for Chevrolet

Barry McKinley, baritone, was signed yesterday as male soloist for the new Chevrolet series, scheduled to begin over a CBS network Sept. 26. Seymour Simon's orchestra was signed earlier in the week.

Western Electric Dividend

Western Electric Co. yesterday declared a dividend of 75 cents a share on its common stock, payable Sept. 30 to holders of record Sept. 24.

ANICE IVES'

"EVERYWOMAN'S HOUR"

WMCA

Mon. thru' Fri., 11:15 to 11:45 A. M.

"There's nothing she can't sell."

NEW PROGRAMS—IDEAS

WDZ "Farmer on His Farm"

The "Farmer on His Farm" programs heard over WDZ, Tuscola, Ill., give the farmer his chance to express himself on agricultural and rural problems. At ten minutes to six in the morning, Station Manager, Clair Hull, Lazy Jim Day and an engineer load a short wave transmitter into a car, start out in any direction, and drive into the yard of the first farmer they see. The surprised host is told that he is wanted in a broadcast, equipment is set up, tested, and at 6:15 the program is on the air.

Discussion with the farmer is on such topics as taxation, acreage, livestock, rural electrification and so forth. Because the interview is on his own soil, the farmer speaks quite freely, thus making the program full of listener appeal. When the series was taken off the air, a flood of letters forced WDZ to resume the "Farmer on His Farm." The program is now sponsored by an implement and hardware dealer.

Radio Riddles on KFEL

A radio contest in which listeners compete while the program is in progress, and learn names of winners instantly, is the feature of "Red Boy Riddles" on KFEL, Denver, Tuesdays, Thursdays and Fridays at 10:30 p.m. MST.

Wesley Battersea handles the program. He asks a riddle, and gives the number of the telephone beside him. Answers come in immediately. The radio audience hears the phone ring, and listens while Battersea takes the answers, names and addresses of winners, and dispatches prizes. With-

General Motors Organizes Permanent Concert Troupe

(Continued from Page 1)

soloists and in groups, and by signing the talent for an entire season the sponsor is able to plan a whole season of programs in advance.

Ashby Sees Improvement

Improvement in the practice of exchanging programs and copyrighted music between broadcasting companies of America and Europe is predicted by A. L. Ashby, NBC vice-president and general counsel, who returned recently from a tour of the principal countries of Europe. Ashby said today that many of the problems in American broadcasting of musical programs, due to copyright laws, have been overcome in European broadcasting by a closer cooperation between the performing rights societies and the radio companies.

"Unseen Friend" at New Time

"Your Unseen Friend," directed by M. H. H. Joachim, with Harry Salter's Orchestra providing musical background, switches from Tuesday to 8-8:30 p.m. on Saturday starting Oct. 2.

out waste of time, another riddle is asked.

Response has proved so great that the program has been extended to half-hour length from the original 15 minutes.

The program is sponsored by Red Boy Cereal Co. of Colorado, and was placed through the Raymond Keane agency, Denver.

Facts About Words

WMEX, Boston, has inaugurated a series entitled "Wordcaster", conducted by Irwin Elliot, dealing with troublesome pronunciations, the story behind words and phrases, wrong usages, correct annotations, how we came to say what we say and how we should say it. John Reilly, program head of WMEX, feels that a program of this type will be of great appeal to the general public. It will be heard at 8 p.m. from Monday through Thursday.

"Telephone Reporter"

Interviews with housewives by telephone on home problems will be sponsored by the Richmond, Va., gas department over WRVA, thrice weekly, starting Sept. 27. Irving Abeloff will be "The Telephone Reporter."

Two New Series on WIOD

"Harbor Lights," a new Friday night series on WIOD, Miami, depicts how to get the most pleasure, with safety, out of boating and fishing.

Another new WIOD program dramatizes auto accidents that occurred in the past 24 hours and emphasizes the importance of safe driving.

Residential Community Plans Air Exploitation

(Continued from Page 1)

program will be aimed particularly at families in Greater New York. Tentative arrangements call for a tryout of the idea in a series of 10 broadcasts.

Champ Carnival on NBC

NBC news and special events department has booked an exclusive three-hour airing of the "Carnival of Champions" fisticuffs for the Blue network, Sept. 23 at 8-11 p.m. Clem McCarthy will head a group of announcers who will cover the fights at the Polo Grounds. Exclusive is part of the Mike Jacobs radio rights "package" which NBC bought some months ago.

Pontiac Renews Cravens

Pontiac Motor Co. has renewed Kathryn Cravens in "News Through a Woman's Eyes" over CBS, Monday, Wednesday and Friday at 2-2:15 p.m.

Language Series Sept. 23

WMCA's initial program in its new "radio language" series will be heard Sept. 23 at 1:15-2:15 p.m.

KIGGINS IS PROMOTED; BROPHY JOINS MARCONI

(Continued from Page 1)

eral managership of the Canadian Marconi Co., Montreal, the firm which he left to join NBC about three years ago. After a month's vacation in the Canadian woods, Brophy takes over his new post.

AGRAP and ACA Unions Sign Up More Stations

(Continued from Page 1)

that the Guild recently signed an NBC operated station.

Guild last week served notice on WORC, Worcester, that if the two employees, an announcer and an engineer, dismissed for union activities are not reinstated before tomorrow, a complaint will be filed with the National Labor Relations Board in Boston.

Plans for the formation of the Free Lance & Artist-Announcer Chapter of the Guild are said to be going ahead on schedule. Two meetings have already been held with more to follow. Chapter intends to sign up the high salaried announcers.

American Communications Ass'n yesterday signed contracts with KRKD and KMTR in Los Angeles to act as sole bargaining agents for the technical staffs of both stations. KFVD, same city, is expected to be signed within the week.

The litigation between ACA and CBS, scheduled to be heard yesterday by the National Labor Relations Board, has been postponed until Sept. 21.

Standard Oil of Ohio Sponsors Rams' Games

(Continued from Page 1)

National Professional Football League. All home games will be aired in full from Cleveland Stadium over WGAR, and the six out-of-town games will be recreated from wired reports.

In Maxwell Anderson Play

Cast of Maxwell Anderson's first radio play, "The Feast of Ortolans", to be aired Sept. 20 at 9:30-10 p.m. over NBC-Blue, will include Burford Hampden, Charles Webster, Florence Malone, Neil O'Malley, Louis Hector, Carl Benton Reid, Helen Claire, Maurice Wells, Mark Smith, Edward Trevor, Julian Noa, William Swetland, Waldemar Kappel and Ian Martin. Howard Clancy will be narrator.

AL DONAHUE

Now Appearing

ROOSEVELT HOTEL,

New Orleans

Opens at the Rainbow Room Oct. 6th

For Fall and Winter Season

Fourth Return Engagement

GUEST-ING

MARGARET WYCHERLY, stage star who has joined the Federal Theater for one production, "A Hero is Born," will play the leading role in a repeat broadcast of Ibsen's "Ghosts" presented by Federal Theater radio division next Tuesday over WQXR, 9 p.m.

DOLLY KAY and EDDIE WHITE, on "Broadway Melody Hour," tonight (WHN-WOR, 8 p.m.).

GERTRUDE LAWRENCE, on "Hit Parade," tonight (WEAF, 10 p.m.).

DICK POWELL, repeat on Werner Janssen program, Sept. 19 (NBC-Blue, 7:30 p.m.).

HERBERT MARSHALL, on "Hit Parade," Sept. 22 (NBC-Red, 10 p.m.).

SUZANNE FISHER, on "Hit Parade," Sept. 25 (CBS, 10 p.m.).

BOSTON

Edward C. Gamage, tenor star of the world famous D'Oyle Carte Opera, is back from a summer abroad and is now heard daily on WBZ-WBZA "Little Show".

Howell Cullinane, WEEI news editor, back from a trip to all the New England mountain tops in his cruising beach wagon.

Pete Green, bass player in WBZ's "Little Show" orchestra, now owns his own two-seater cabin monoplane.

The fifteen feminine members of the WBZ staff attended an engagement party and supper for Dawn Kelley of Artist Service at the home of Grace D. Edmunds, WBZ head hostess.

John E. Reilly, program director of WMEX, is inaugurating a new program wherein New England singers will compete for a year's free scholarship in voice training. Auditions start Friday at 7 p.m.

COLUMBUS

Ben Wilbur, WHKC announcer, has left to take over his new post at WFBM, Indianapolis. It is also reported that Wilbur and Lillian Ziegfeld, cousin of the late Flo Ziegfeld, will stand up together and say "I do."

Jack Price, program director for WBNS, and Ed Bronson, WCOL's program director, wrote the story of Bob Zwick, notorious Ohio gangster, aired recently by Philip Lord's Gangbusters.

Herb Welch, WCOL announcer, mighty busy these days turning out continuity scripts for fall use.

1	9	3	7
SUN	MON	TUE	WED
4	5	6	7
10	11	12	13
16	17	18	19
22	23	24	25
28	29	30	

Greetings from Radio Daily

Harry Salter James Wallington
William Hard Johnny Wolf
Jackie Cooper



● ● ● Gypsy Rose Lee (pardon us, Louise Hovick) is preparing an air series on beauty which her mentor, Irv Sherman, will peddle to takers while Gypsy is in town with a Shubert show... Jolly Gillette's new show (which we announced editions back) is the Cal Tinney-Campana Monday airings. She will be called "Eileen Jolly Barton"... Harry Rose pipes an audition for a Chi. clothing firm... Dick Rogers goes into the Rainbow Grill... Russ Morgan bows out of the French Casino the 28th with the probable successor being Joe Rines... Johnny Evers, diamond immortal of "Tinkers-to-Evers-to-Chance fame", is considering two bids to air the World Series. Money-trouble is reported. Evers may stay around WGY, Schenectady, and describe for a local account... Grace Moore, who was supposed to leave the Coast hospital Monday, was ordered confined there for at least another week—or longer... Stan Lomax, WOR sportslinger, quit his job as sports writer for the Journal-American to concentrate on air work.

● ● ● Richard E. Connell Jr., sec-treas. of WJBK, Detroit, and also director of Public Safety for the Suburb of Hamtramck, proved himself quite a hero when on one of the busy corners two young men were molesting girls, much to Connell's disgust... He told the young men to move on; but, not knowing they were talking to the Director of Public Safety and former college athlete, the larger of the two (six-foot-two, weight 212 pounds) stepped forward with a "What's it to you" attitude and swung with his right hand... But Connell's right was faster, and Mr. Six-Foot-Two was prone on the sidewalk... Next day in court they were sentenced to 30 days apiece.

● ● ● Eddy Duchin, when he returns to the Plaza, won't be aired via sustainings—feeling that his two commercials are enuf... Alice Faye and Tony Martin have compromised on the question of which of their homes to live in—by furnishing an entirely new place... Anne Jamison leaves "Hollywood Hotel" the 24th—for a vacation... Jerry Lawrence, CBSlinger, was the major stockholder in a Mexican race-track—for one day. The day after he purchased it—it folded... Madge La Framboise of Phil (Gangbuster) Lord's office is seriously studying crime cases—to become a femme sleuth... Henry Cox, formerly with CBS, has joined Wilson, Powell & Hayward... George Frame Brown, who did "Real Folks", etc., on the air for five years, will bring the show back... Chick Adams, Lucille Linwood's fiancé, has submitted a campaign song to Mayor La Guardia.

● ● ● WSGN, Birmingham, is now making several broadcasts each week from a local theatre—previewing the musical attractions on the screen by picking up the sound track from the picture... A large buck deer crashed into the side of an auto driven by Dale Taylor, manager of WESG, Elmira... Though the car was badly dented, the deer leaped away uninjured. When Dale reported the occurrence to the insurance co., they commented that this was the first time they encountered such an experience... Labor Day was Fight Day at Idaho's State Pen and KIDO was there with a remote line... 30 rounds of boxing slugged its way to holiday listeners thru Idaho's only net station... Show was so well handled that indications point to future remotes from the "pen"... For several months KOTN, Pine Bluff, Ark., has carried a full hour "All Request Program"... As an extra feature a "question box" was added, with the first person telephoning the correct answer being awarded a quart of ice cream. Station had to discontinue the feature because phone co. complained that the board was tied up with 1420 calls for a 20 minute period!... Now jingles are being used!

AGENCIES

BACHENHEIMER, DUNDAS & FRANK INC., advertising agency, has appointed Norman Winter, former advertising manager of Atlas Radio Corp. and radio head of Radioscript Mart, as head of its radio department.

H. H. KYNETT, partner in the advertising agency of Aitken-Kynett Co., Philadelphia, is receiving birthday salutations this week. In the advertising business for 25 years, Kynett is also a member of the faculty at U. of P. and director of the Audit Bureau of Circulation.

NILES - RICHMAN has been appointed radio agency for the Cope-land-Prial-Levy campaign committee which is using time on WEAF, WJZ, and WOR.

KANSAS CITY

KCMO has inaugurated a weekly Saturday morning juvenile variety show for the Foster Shoe Co. on a 13-week contract. The 30 minute feature uses talent from local dance, music and expression schools, and is produced and emcee'd by Lee Roberts, KCMO program director, with the assistance of Moreland Murphy, the station's chief announcer.

KXBY is running a line in the Municipal Auditorium for the purpose of broadcasting the twice monthly wrestling matches. Jerry Burns and Allen Franklin, new KXBY program director will work at the mike on the broadcasts.

John Larkin has joined WHB as an announcer.

KCKN will air a new series for Elder & Carey Electric Co., Kansas City, Kan., called "Cabbages and Kings," presenting strange and unusual information. Logged for Tuesday and Friday mornings, the show will be conducted by Ralph Nelson and Owen Balch of the KCKN staff.

"We Can All Learn," is a new three times weekly feature devoted to child care and rearing which KCKN has put on the air. Program, a 10-minute sustainer, is conducted by Virginia Wallace, KCKN's women's news commentator, who slants it to meet the needs of modern parents with modern children.

Heatter Gets Pilot Award

Gabriel Heatter, MBS commentator, has been awarded the first fall Pilot radio award.

RADIO ARTISTS!

Contacts!
Appointments!
Correspondence!
Telephone Messages!

We handle these details for you. Call Miss Purcell at BRyant 9-2319.

MY PRIVATE SECRETARY

Secretarial Service for Radio Artists
48 West 48th St., N. Y. C. Suite 608

PROMOTION

Two WHBQ Splurges

The publicity and merchandising departments of WHBQ, Memphis, headed by M. Vun Kannon, got into high gear last week with two nice bits. One included sending engraved invitations to the station's entire mailing list, inviting them to tune in on the new Adam Hats sports series heard nightly at 7:15 p.m. over WHBQ.

Ballyhooing WHBQ's football schedule was spread thick with motion pictures made showing Bob Alburty interviewing Coach Shorty Probst, assistant coaches Harold High, Paul Hug, and team captain of Southwestern University. These sound pictures will be shown in every neighborhood theater of Memphis for one entire week, which is nice ballyhooing for the station's sports broadcasts.

Progress Bulletins

Two - minute "Progress - Bulletins" are the latest promotional device of KIDO, Boise, to prepare listeners for NBC Red and Blue programs scheduled to begin about Oct. 1. Every night, a new "entry" is made in the "NBC Diary" which traces negotiations and developments in bringing the first network into Idaho. Bulletins maintain suspense because of the length of lines being built (about 700 miles) from Ogden. Last dose was less than 40 miles to go.

WAGA Football Booklet

Atlanta's new outlet, WAGA, is now sporting its new stationery, conforming to the NBC Blue network affiliation. Operated by the Atlanta Journal and managed by Lambdin Kay, the station is also sending out this week the 1937 Football Dope Book, which lists all 1937 schedules, covering college teams from coast to coast and giving results of 1936 games.

"Eat Out Month"

In cooperation with 700 local beer dealers, KMCA, San Antonio, is observing "Eat Out Month," with cards posted in cafes and bars and a proclamation by the Mayor setting aside the month as time to eat away from home. Manager Howard Davis of KMAC put over the stunt.

WCCO's "On to Nicollet"

A booklet has been put out by WCCO, Minneapolis, on its "On to Nicollet," the state-wide community get-together which is in its third year, drawing from small towns and cities throughout the territory. Station promotes the annual trek to Minneapolis for a big holiday, with parades, baseball game, broadcast, etc.

"Wheaties Champions of Harmony"
KAY & BUDDY ARNOLD

Sponsored by General Mills
WMCA 2:30-5:30 Daily

ORCHESTRAS - MUSIC

ERSKINE HAWKINS and his Harlem Uproar House orchestra start a regular series of twice-weekly coast-to-coast broadcasts over WOR-Mutual at 1:15 a.m. tonight. This marks the first time that Hawkins and his crew have signed for a regular program over a big network. The orchestra's debut tonight coincides with the fall reopening of the Harlem Uproar House, owned by Jay Faggen.

Bernie Collins, straight from Hartford and a summer of airing there, has opened at Riley's Lake House, Saratoga.

Lou Martin is now featuring a five-piece orchestra for the luncheon patrons at Leon & Eddie's, and the afternoon crew includes Jimmy Smith, who plays the electric guitar. Martin's Orchestra still remains one of the feature attractions in the evening.

Jack Delmar returns his band to the La Casa Ballroom, Philadelphia, remoting via KYW.

Billy Swanson and ork, for the past five months in the Hotel Edison Green Room, signed a personal management contract with Rockwell-O'Keefe.

Because Wladimir Selinsky, who originated and heads "Strings in Swing-Time," is in Chicago for a two-week engagement, the program is off the NBC airwaves for a fortnight, returning Sept. 29 to WEF as a steady feature.

Whitney Blake Music Co.'s fall release is "Exclusively." The firm reports that J. Tyler Allen, singer of WSPR, Springfield, Mass., recently presented an entire program of the W. B. catalog—"Stand By for a Radio Flash—I Love You," "London on a Foggy Afternoon" and "You're a Hit." B. Evelyn Pine is director of the program.

Hotel Walton roof garden, Philadelphia, reopens Oct. 1 with the Earl Denny music and a WIP wire.

NEW ORLEANS

J. M. Seiferth, who reads poetry over the air in the manner of the actor who trod the boards with Booth, recently celebrated his 3,500th consecutive program.

Earl Smith, one of the better announcers, recently did the narrating for the newsreel shots of the southern governors' sloop race. He's scheduled to go on regularly with a bi-weekly newsreel of Louisiana to be offered shortly by a local film concern.

Maureen Lelky, first fiddle of a radio staff band here, is back on the job after a reducing diet.

It looks like Tony Almerico for the Rose Room when that spot goes back on the air.

EDDIE ROGERS and his orchestra open at the Rainbow Grill on Sept. 28 for four weeks with options. Band will have an NBC wire. Set by CRA.

Don Bestor booked through CRA at the Normandie Hotel in Boston for four weeks, starting Oct. 22.

Mike Reilly goes to Dallas to start an indefinite engagement on Oct. 15 at the Chez Maurice nitery.

Hollywood office of CRA set Paul Whiteman and his ork to play for the San Francisco Automobile Show, latter part of November.

Leon Jones and His Blue Rhythm Boys aired nightly over KFVS, Cape Girardeau, during the past week from Jackson, Mo., where they were appearing at the 18th Annual Home-comers Celebration. Jackson is about 10 miles from Cape Girardeau.

Griff Williams opened Monday at Peacock Court, Hotel Mark Hopkins, San Francisco, on crutches, in splints and bandages. Griff's car looped the 'loop at Reno; but, with black eye and patches and cut knee, Griff played Reno on Friday and Stockton on Saturday.

Roger Burke, playing Sir Francis Drake (S. F.), has yen to have best-dressed band in country . . . blows for oodles of new duds. They play, too.

Joey Kerns, saxophonist and clarinetist with Jan Savitt's Top Hatters at KYW, Philadelphia, leaves the band to join Bob Crosby's orchestra. Replacement brings in Gabriel Gelin as from Clarence Fuhrman's studio orchestra at WIP.

Stan Jacobsen, who has been succeeded at the Schroeder Hotel, Milwaukee, by Clyde Lucas and his orchestra, is playing at the Wisconsin Roof ballroom. Both bands have WTMJ wires.

Dolan for "Hit Parade"

Robert Emmett Dolan has been set for a one-shot on the Lucky Strike "Hit Parade" Sept. 25 over CBS. Program will be a public audition, which is the policy of the sponsor. Mark Warnow, currently heard in the Saturday night spot, switches to the sponsor's Wednesday night NBC airing Sept. 22, marking his fourth renewal since Jan. 1. Lord & Thomas is the agency.

Penn-UP News on WTAM

Cleveland—Penn Tobacco on Oct. 4 will take over the sponsorship of the UP news five-minute reports, three times weekly, on WTAM for an indefinite period. Ruthrauff & Ryan is the agency.

NEW BUSINESS

Signed by Stations

Philadelphia

WIP: Penna. State Publicity Commission, through Walker & Downing, Pittsburgh; Warner Bros. theaters.

KYW: Chevrolet, disks, through Campbell-Ewald; Colgate-Palmolive-Peet (Supersuds), through Benton & Bowles; Penna. State Publicity Commission; Lewis-Howe Co. (Tums), through H. W. Kastor Agency; Oldsmobile Motor Co., disks, through D. P. Brother & Co.; Gorton Pew Fisheries Co., through H. B. LaQuatte Inc., N. Y.; Bartlett Pear Advisory Commission, through J. Walter Thompson.

Boston

WNAC: Chevrolet dealers, through Harry M. Frost Co.; Penick & Ford Ltd. (Vermont Maid Syrup), through J. Walter Thompson, N. Y.; Journal of Living, through Mutual, also on WEAN; Royal Lace Paper Works Inc., through Lawrence C. Gumbinner Agency, N. Y.; Vick Chemical Co., through Morse International Inc., also on WICC and WEAN.

WAAB: Barbasol Co., through Erwin, Wasey & Co., N. Y.; Franciscan Fathers, through WHN, also WBRY; Duart Sales Co. Ltd., San Francisco (Cosmetics).

WMAQ, Chicago

Lewis-Howe Co., through H. W. Kastor & Sons, also on WENR; Gorton Pew Fisheries, through H. B. LeQuatte, N. Y.; Colgate-Palmolive-Peet (Super Suds), through Benton & Bowles; Royal Lace Paper Co.; Carleton & Hovey, through John W. Quinn agency.

WHN, New York

Beaumont Laboratories, St. Louis (4-Way Cold Tablets), via WLW Line, through H. W. Kastor & Sons, Chicago; Lamont Corliss & Co., through J. Walter Thompson; Barbasol Co., via WLW Line, through Erwin, Wasey & Co.

KVOR, Colorado Springs

Chevrolet Motor Co., disks; Hiawatha Gardens, Manitou Springs, remote orchestra for winter season.

WQXR, New York

Ford Motor Co., spots, through McCann-Erickson; Pomay Cosmetics, daily spots.

WOPI, Bristol

Hecht's Quality Bakers of America, "Speed Gibson", disk series, 26 weeks.

WAAT, Jersey City

Miller Milk Co., through Jay Lewis Associates, New York.

CLYDE BARRIE
CBS

Thursday 6:15 P. M.



DON MORRISON, actor-dialectician signed for the heavy in the Spanish version of "Chandu, the Magician" being produced by Pan-American Radio Productions.

"Hollywood Behind the Headlines" is the title of a new KMPC Sunday feature with Mayme Ober Peak.

Margaret Dolph, daughter of John Dolph, CBS biggie, is off to Mills College for the opening semester.

Entire cast of dramatic serial, "Land of the Whatsit," over KECA and other NBC Pacific Coast stations, is juvenile.

June Robbins, blues singer with Gus Arnheim, is guesting on the George Jay-KEHE "Listen, Ladies" tonight.

Richfield is toying with the idea of coast-to-coasting Olsen and Johnson, but in their present spot the nut comics would be in conflict with Cantor, who takes over the groove held by Ken Murray on the other net, and the only available time open on NBC to which a switch might be made is Saturday nights at 9 . . . which the showmen-comedians feel is a bit late to be swinging at 'em and might affect the batting averages scored by Mr. Crosley.

Bob Garrett takes over "Hollywood Chatterbox" chore formerly assigned to Frank Robinson Brown, and will be heard on KMTR at 7:45 p.m. on Fridays under a changed title, "Hollywood Tattle Tale."

Bill Goodwin is producing a 15-minute dramatic program at KNX for Tussy Candy. Dick McIntyre will add atmosphere with his Hawaiian music.

KFWB has landed no less an accent than the City of Los Angeles. Jack Edsell, city radio director, is producing "Your Los Angeles" for release on that station.

Lewis TeeGarden, KEHE production chief, and Bob Harnack, in charge of sound effects, both vacationing.

Fred Skinner, pianist-vocalist heard twice weekly on KFWB, now gets a daily spot on that station at 6:45-7 p.m., with The Texas Drifter shifted from that time to a morning period.

Leo Randini, tenor discovered in a CCC camp, debuts in his own program over KHJ-Mutual on Sept. 13 in "Your Host with a Song."

KFI here and KPO, San Francisco, have a new Sunday afternoon mystery thriller labeled "Hair-Raising Mysteries" and more or less subtly exploiting the merits of "Pro-Ker," a hair-raising tonic. General Advertising Agencies handles the account.

Lum and Abner, in addition to three daily broadcasts, will have two touring units to keep track of soon. No. 1, "Pine Ridge Silver Cornet Band" has been out since last November, with another, "Pine Ridge Revue," now ready to be launched. The team, besides doing two daily over

STATIONS OF AMERICA

Highlights in the Development of Outstanding U. S. Radio Stations:

KIDW—Lamar, Colo.

1420 Kilocycles—100 Watts

SHERRILL ELLSWORTH, General Manager

JACK E. PHILLIPS, Chief Engineer

GEORGE R. HOLBERT, Program Director

KIDW is affiliated with the Southwest Broadcasting Co., and the sister station to **KCKO** in La Junta and **KGIW** in Alamosa. Commenced operations July 31, 1932, and has been the chief outlet for the rich Arkansas Valley ever since.

This station has always been known for its popular novelty stunt programs, many of which have been adopted by national chains.

"There's no use talking unless you're heard", is **KIDW's** famous slogan, and its 40,000 listeners never know what's going to happen next. At certain hours each day the local telephone office finds it necessary to employ three extra operators to handle the deluge of calls to the station.

Many national advertisers who desire rural listeners have found the right answer in **KIDW's** program schedule.

PHILADELPHIA

Pat Stanton celebrates the ninth year of his popular Irish Hour this week over **WDAS**. The participating program is probably the oldest in the city, with the possible exception of Uncle Wip's kiddies show on **WIP**.

Local radio again sends another sustainer to the front ranks, with the announcement that Henry Patrick, whose songs were heard for many years on **WIP**, is being groomed for network stardom by **NBC**.

Carolyn Ann Cross, director of **WIP** Homemakers Club, laid up by gripe. Mrs. Elizabeth King subbing. Clifford Harris, **WIP** technical director, recuperating from a tonsil operation.

Benedict Gimbel Jr., **WIP** president, awarded and presented a silver trophy to winners of the second half-honors in the Philadelphia Industrial Baseball League.

George Hogan has returned to the **WCAU** announcing staff after an absence of two years.

Calvin Jackson, new **WCAU** announcer, made his radio debut over **WCAU** eight years ago as a member of Harvey Marburger's orchestra.

Ben Alley, **WCAU** singer, also plays the piano.

Horace W. Feyhl, production chief

NBC-Blue via **KCEA**, has added a 6 p.m. local repeat on **KFI**.

George Jay's "Listen, Ladies" guests for next week include: Billy Lee, Paramount kid star, Monday; Fay Carroll, Tuesday; Dixie Dunbar, Wednesday; Lucien Lelong, Thursday; Igor Gorin, Friday. For this week he lined up Johnny Marvin, Al Lyons and Diane Delmar, June Robbins, Kay Van Riper, and Red Norvo and Mildred Bailey.

Raymond Hatton and William Austin have been signed to appear on the new Camel broadcasts which begin Sept. 28 over a CBS network at 9:30-10:30 p.m.

Nat Wolff, in charge of the radio department of the H. N. Swanson office, has joined the Myron Selznick agency to inaugurate a radio depart-

ment of **WCAU**, was the first ventriloquist ever to go on the air. In the early days of radio, Feyhl had two such shows, X-Ray Speaking and Ismak Speaking. He plans to return with his twin voice in a new series next month.

The wizard pianist to be heard on **WIP** next week for the British American Toffee Co. is Bobby Lyons.

John Facenda, **WIP** night supervisor, married Saturday to Dorothy Hunger, now honeymooning at Virginia Beach.

Stoney McLinn, **WIP's** director of sport broadcasts, is back at studios after airing his shows from his bed following an accident.

Harold Davis, **WDAS** program director, is back at his desk and duties after spending his vacation licking la grippe.

Sophie Uthoff is "The Folk Song Lady" at **WIP**, broadcasting folk melodies from many lands each night.

"The Philadelphia Parade of Events," dramatization spotlighting only local news of the week, written and directed by Edward Wallace, director of dramatics, is back at **WIP**.

Al Willy, whose orchestra was heard over **WIP** for many seasons, is now playing over **WGY**, Schenectady, from Rudd's Beach, under the name of Bobby Chesterfield.

ment in the interests of the host of Selznick clients.

"House of Better Living" will be heard on **KECA** four times weekly for one year beginning Sept. 30. Quarter-hour feature with Mildred Lager.

Gordon Soule trained east Saturday on two transcription program deals for Aerogram Corp.

Stu Wilson, conductor of **KHJ's** "Rise and Shine", flew to Reno to attend the 15th Annual Convention of the 20-30 Club.

Bob Paulson, **KEHE** engineer, will spend a nine-month leave of absence completing his studies at the University of Washington.

Gus Arnheim has been signed as a feature of the Los Angeles County Fair, which opens at Pomona on Sept. 17.



CLAUDE KIRCHNER of **WTMJ**, Milwaukee; John Holtman, **WFBM**, Indianapolis, and David Zimmerman, **WSPD**, Toledo, are joining **NBC** announcers' staff here. Don Hallman, who has been assistant to Chief Announcer Everett Mitchell, will step up to rank of junior announcer and his post will be taken by Robert McCoy of the mailroom force.

Truman Bradley changed his mind and went back to Detroit to handle **Ford** Sunday evening hour narration for fourth year.

Announcer Tom Builta of **WBBM** is on the sick list.

Spencer Bartley, the new Bob of "Betty and Bob," awaiting his wife from New York this week.

Eddy Duchin, smashing records at Chicago Theater this week, will do a one nighter at the Aragon next Sunday.

John Van Cronkhite, president of Van Cronkhite Associates, has moved family to new apartment in Evanston.

Don McNeill to Des Moines for an audition.

Sunda Love of various dramatic shows is under the weather.

Al Williamson leaves **NBC** this week for new publishing job in Minneapolis.

Donald Dowd will be at the mike for **NBC's** airing of the 21st annual National Amateur Baseball Tourney in Dayton, O., next Sunday.

WGN has joined list of Chicago stations broadcasting daily lessons for school children kept at home by infantile paralysis epidemic.

"Sunbrite Junior Nurse Corps" for Swift's will open on **NBC-Blue** at 4 p.m. Monday, Sept. 27, with a repeat show at 5 p.m. Lucy Gilman, Helen Ray, Deborah Keith, Bill Amsdell and Donald Weeks are in the cast. Win Orr handles production for Stack-Goble. Show will be a five-a-week scripser.

Marion Hall, concert pianist, has joined Whitney ensemble at **NBC**. She replaces Robert Whitney, founder of group, who left to become leader of Louisville Symphony orchestra.

Frances Carlon had to withdraw from "Story of Mary Marlin" since "Kitty Keene Inc." which she headlines becomes a live show on **NBC** because of conflict in broadcasting time.

Armour Institute of Technology is sponsoring "Applied Science" over **WCFL**.

Harold Isbell is replacing Bob Hawk on "Foolish Questions" on **WAAF**. Hawk to start a similar program on **WMAQ** on Oct. 4. Neisser-Meyerhoff agency is handling it.

James Hopkins, Hollywood fashion designer, has launched a new daily series of style programs over **WIND**.

★ Program Reviews ★

FORD SUNDAY EVENING HOUR

Ford Motor Co.
WABC-CBS Network,
Sunday, 9-10 p.m.
N. W. Ayer & Son Inc.

ACE MUSICAL PROGRAM RESUMES FOR NEW SEASON IN SAME HIGH BRACKETS.

Back on the air after its summer recess, the Ford Sunday Evening Hour got off to a fine start with Jose Iturbi as conductor and John Charles Thomas as featured vocalist. Again the show demonstrates its ability to present the better class of symphonic and vocal music in a manner that gives it wide appeal.

Iturbi's piloting of the symphony orchestra was typical of this master conductor, and Thomas was in excellent form with a well-diversified repertoire that was highlighted by "The Trumpeter", "The Lost Chord", a "Pagliacci" bit and other items.

"Espana", the "Academic Festival Overture" of Brahms, and "Air de Ballet" by Massenet were principal offerings of the orchestra.

"Lux Radio Theater"

Return of the "Lux Radio Theater" under direction of Cecil B. DeMille at 9-10 p.m. Monday night over CBS, with "A Star is Born" as the attraction, was a fairly satisfactory affair. Cast of the dramatization, adapted from the film, included such names as Janet Gaynor, Robert Montgomery, Lionel Stander and May Robson, all of whom did good work, but the radio "Star is Born" was rather drab by comparison with the film. It did not vibrate with anywhere near the

sparkle that characterized the John and Elaine Barrymore "Accent on Youth" which occupied the opposition NBC-Blue network spot from 9:30 p.m.

Several minutes at the opening of the program were consumed with giving credit to the films in which the various guest stars recently appeared and those in which they will soon be seen. When this has to be done for more than one star, it quickly gets monotonous.

John LeRoy Johnston, movie magazine editor, and Sid Grauman also were heard on the program.

Briefly

The experimental free-verse production of "Cimabue and Giotto" on WHN's "Men of Art" series over WHN Monday night, presented by the WPA Federal Theater radio division, was an interesting study in fine diction and rhythmic speech. But it is not for pop ears.

Alfred W. McCann Jr., back on WOR at 10-11 a.m. Monday through Thursday with the "Pure Food Hour," which is now in its 11th year, has a program of distinct value to the householder, in that every product mentioned is first tested for purity and wholesomeness by the McCann Laboratories. John Gambling handles the announcements in his efficient style.

Herbert Mundin, Astrid Allwyn and William Farnum gave splendid support to John and Elaine Barrymore in "Accent on Youth," presented Monday night at 9:30-10:30 over NBC-Blue.

INDIANAPOLIS

John Holtman, chief announcer, WFBM, leaves to join announcing staff of NBC's Chicago outlets. Holtman joins circle of WFBM grads now working for NBC and CBS in Chicago. Included are: Durward Kirby at NBC; Ken Ellington, Don Hancock, Ruth Brine and Ed. Knight at CBS.

Henry S. Wood, WFBM Farm Hour director, completed ninth consecutive year as maestro at State Fair grounds broadcast.

WIRE will begin to carry "Bicycle Party," an NBC presentation, each Sunday from 2:30 to 3 p.m. starting Sept. 26. Next day "Little Orphan Annie" and Tom Mix and his "Straight-Shooters" make their initial appearances on the local outlet. Whispering Jack Smith is another new program.

FORT WORTH

Bob Duren, announcer at KFJZ since February, has returned to KOMA, Oklahoma City.

Florine Pearman of "Helen's Home," which goes commercial over WBAP and TQN on Oct. 4, is back from N. Y., Chi. and Washington.

**FRANK
DEGEZ**

CUSTOM CLOTHES

46 WEST 48 ST.
NEW YORK

BRyant 9-9746

It's a great feeling to be really well dressed at all times. Fine imported materials smartly tailored will give you that feeling. We know. We have been dressing some of the best known Radio, Stage and Screen artists for years. Suits priced \$65.00 up.

... Radio's own daily newspaper modestly presents a series of 200 unsolicited testimonials as to what Radioland thinks of RADIO DAILY.

AL DONAHUE

New York City

"... Since the first day it was published I have been a cover-to-cover reader of RADIO DAILY and should like you to know that it has been of great assistance to me in keeping abreast of the many radio situations. "As a matter of fact, I like pretty nearly everything about your paper—the setup, the features and the information included on its pages. I like the fact that it is available every day and always full of fresh news that is presented clearly and concisely. "Please accept my thanks and congratulations for publishing such an interesting and informative sheet."

Al Donahue

KIDO

Boise, Idaho

"A word in appreciation and commendation on RADIO DAILY is the least we can offer. When we subscribed we bargained only for a radio newspaper. "Now we find RADIO DAILY a constant and reliable source of tested program ideas and an inspiration in showmanship. "For news and cues in the radio industry, we follow RADIO DAILY—daily."

C. G. Phillips
Manager

WRAK

Williamsport, Pennsylvania

"... I can truthfully say that RADIO DAILY, from the first issue on, has been read faithfully each day by each member of the staff. It gives you the important news in a way that it can be easily digested."

George E. Joy

... RADIO DAILY is seven months old. It is growing fast. It already has the confidence of a great progressive industry. Watch RADIO DAILY.

★ F. C. C. ★ ACTIVITIES

HEARINGS SCHEDULED

Sept. 20: WNBZ, Saranac, N. Y. Vol. assignment of license to Upstate Broadcasting Corp., 1290 kc., 100 watts, daytime.

O. O. Burke, Dickinson, Tex. CP for new station. 1500 kc., 100 watts, unlimited.

Sept. 21: Southern Broadcasting Corp., New Orleans. CP for new station. 1200 kc., 100 watts, 250 watts LS., unlimited.

Oct. 1: Colonial Broadcasting Co., Morris-town, N. J. CP for new station. 620 kc., 1 KW., unlimited.

Sims Broadcasting Co., Phoenix, Ariz. CP for new station. 1210 kc., 100 watts, 250 watts LS., unlimited.

Oct. 4: KSTP, St. Paul. CP to increase power to 50 KW. 1460 kc., unlimited.

WJSV, Washington, D. C. CP to increase power to 50 KW. 1460 kc., unlimited.

WGAR, Cleveland. CP to increase power to 1 KW., 5 KW. LS. 1450 kc., unlimited.

APPLICATIONS RECEIVED

Cumberland Broadcasting Co., Fayetteville, N. C. CP for new station. 1340 kc., 250 watts, daytime.

Spartanburg Herald-Journal Co., Spartanburg, S. C. CP for new station. 1420 kc., 100 watts, 250 watts LS., unlimited.

WGES, Chicago. Auth. to transfer control of corp. from H. J. Guyon, Thomas H. Guyon, Wm. F. Moss, Louis E. Moulds & Gene T. Dyer to WSB, Inc.

Frank Ray, Dickinson, N. D. CP for new station. 1310 kc., 100 watts, 250 watts LS., unlimited.

SAN ANTONIO

KABC: Ken Hyman back to Houston . . . Ed L. Starnes of KFJZ, Fort Worth, is the new chief engineer . . . Roger Phillips, from same station, is the new production manager . . . S. L. Crutchfield added to the sales department . . . Dick Harwell, announcer, has gone to KRGV, Weslaco, and Len Holland has joined the sports staff of the San Antonio Evening News.

John Jacobs, KTSA spieler, is in Milwaukee on vacation and Miss Rose Enns of the program roster has returned from her's.

Nationally known orks booked for the Olmos Club this fall includes Herman Waldman, Anson Weeks, Larry Lee, Louis Armstrong and Shep Fields. They will remote through KMAC.

KONO news in Spanish in a new recent feature.

Tommy Blake's ork at the Gunter, featuring Kay Gregory, femme songstress, heard daily through KABC.

ONE MINUTE INTERVIEW

HARRY SALTER

"In an effort to find the 'groove' that stamps orchestras with an individual style, a number of conductors are giving themselves to over-arrangement of songs to the point where the composer can't recognize his own brainchild. This practice is equivalent to the grandiloquent phrasing of young literateurs who bury their ideas under a bushel of words in order to sound 'classy'."

★ Coast-to-Coast ★

KIEM, Eureka, Cal., did some fast work for a sponsor, the Log Cabin Bakery, when a fire broke out in the baking establishment while its program, Johnny Laurence in "The Freshest Thing in Town," was on the air. Officials of the station got busy with executives of the bakery and, with KIEM as headquarters, arrangements were made with other local bakeries to collectively supply the loaves needed for Log Cabin's deliveries next day.

WMAS, Springfield, Mass.: The Caravan hour, Jewish program, is back on the air every Thursday night under direction of Stanley A. Ginsburgh . . . Work will begin soon on the erection of the new transmitter house and antenna tower at Pynchon Park . . . Visitors will soon be allowed in the new studios . . . Warren Greenwood has done away with the ET of a train to open the "Melody Express" programs mornings at 8:15. He now takes a mike to the office window and picks up a real train passing at that time.

WSPR, Springfield, Mass.: Dick Newcomb and his orchestra are again airing over WSPR after engagements that took them to Saratoga Springs and Boston . . . Bessie Evelyn Paine has completed her series of variety shows and has begun a new series, "Corner Cupboard" . . . Zabelle Bedrossian, receptionist, vacationing in Connecticut . . . Plectro-Symphony orchestra, which made its debut over WSPR a short while ago, will go Colonial net shortly.

Don Hopkins, formerly of KFJB, Marshalltown, Ia., is the latest addition to the WRJN, Racine, Wis., announcing staff.

WLBC, Muncie, Ind.: Old Ranger and the Missus start vacation and plan trip to South Carolina . . . Bob Ebert rounding out last week with station before returning to Marietta College for senior year . . . Henry "Harpo" Marks week-ending in Indianapolis . . . Fred "Packhorse" Ayer, merchandising director, driving WLBC personnel frantic with deluge of market statistics and surveys . . . Maurice Crain, chief WLBC engineer, starting fall equipment checks . . . Ed Pierre deMiller, news editor, developing Bing Crosby-Cantor-Jolson voice complex can't decide which he likes best . . . Bill Craig, commercial manager, busily engaged in civic work of Muncie Lions of which he is prexy . . . Don Russell, local salesman, being run ragged by handling auditions for talent . . . Earl Kirk, WLBC auditor, received photo and mash note from Midget Mae West appearing at local theater recently. Mae admired his mustachio.

Clark H. Getts Inc., artists' managers, is handling Harrison Forman, "lone explorer" in Tibet, newspaper

man and technical advisor on "Lost Horizon."

When Bob Van Camp takes over the Hammond console at WDNC, Durham, N. C., next Monday morning, "The Melody Man" will replace "Melody Kitchen," Durham Public Service shows.

K. O. Owens, emcee for "Hayriders" of KFVS, Cape Girardeau, Mo., vacationed in New Orleans.

Charles Shearer has been transferred back from CRCO, Ottawa, to the commercial department of CRCT, Toronto, where he will be a salesman for Canadian Broadcasting Corp.

Charles A. Nobles of WBZ, Boston, has returned to his duties after a vacation.

Harold Bratsburg, formerly with Seattle's KOL, and now with KFRC of San Francisco, was busy renewing auld lang syne last week in Seattle.

Bill Mock, recently with KVOS, Bellingham, has been appointed announcer over Portland's KGW-KEX. Mock is also Transradio reporter.

WCPO, Cincinnati: Russ Bridges is back conducting his "Better Sportmanship" program . . . Colorful aspects of the U. of Cincy vs. Moorhead State Teachers College football game Sept. 18 will be provided by Harry Hartman.

Hildegard, who returns Sept. 22 from abroad and resumes her radio work for NBC here with a guestshot on Rudy Vallee's Sept. 30 program, was kept very busy while abroad, where she appeared under contract to BBC. She played at a number of the smartest continental night spots, such as the Ritz, Trocadero, Dorchester and Trianon in London, the Scheherazade in Paris and clubs in Cannes, Deauville and Le Toquet, as well as in television programs and an extensive British tour with Jack Hylton's band.

Ranald MacDougall, NBC employee, has written an original radio drama, "Wilkens' Folly," which will be presented next Wednesday at 8:30-9 over NBC-Blue.

Charles Michelson has placed "Crazy Quilt," musical variety disk series, on WQDN, St. Albans, Vt., for local sponsorship. Same station took "Radio Short Stories."

WESG, Elmira: Kenneth Powell, formerly of KDKA, Pittsburgh, has joined the announcing staff . . . Hal Wagner, program director, does a personal appearance on local theater stage once a week to award "Bank Night" money . . . John Newhouse, announcer, has taken over "Some-

Coming Events

Sept. 17-19: Continental Agency Network annual convention, St. Louis.

Sept. 18-27: International Radio-Television Exposition under auspices of S.P.I.R., Palais de Foire, Lyons, France.

Sept. 25-30: International Exposition of Radio, Porta Bastioni di Venezia, Milan.

Oct. 21-22: American Ass'n of Advertising Agencies Pacific Coast Convention, Hotel Del Monte, Del Monte, Cal.

Oct. 27-30: Annual meeting of Association of National Advertisers, The Homestead, Hot Springs, Va.

Nov. 1: Inter-American Radio Conference, Havana.

Dec. 8-12: Eighth Annual International Radio Club Party, Havana.

Feb. 1, 1938: International Telecommunications Conference, arrangements being made by General Manager of Egyptian State Railways, Telegraphs & Telephones, Cairo, Egypt.

body's Birthday," sponsored by a furniture firm . . . Bill Pope, WESG sports announcer, and Vic Dhean, WAZL, Hazleton, were at the mikes in a two-station hookup for the Governor's Cup play-off ball games between N. Y.-Penn. league teams.

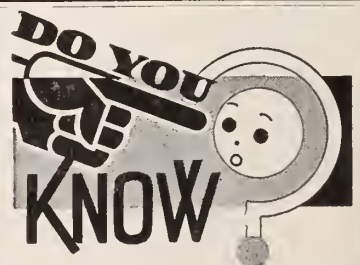
Edward Roecker, CBS vocalist, is featured on the Pennsylvania state publicity recordings.

Marguerite Cameron, recently from the coast, is a new voice over WICC, Bridgeport.

KQV, Pittsburgh, will have six announcers assigned on its elaborate schedule for Constitution Day tomorrow.

KOBH, Rapid City, S. D., is originating for NBC-Blue a portion of the unveiling of Mount Rushmore's latest completed figure, a head of Abraham Lincoln. KOBH's Program Director Welch, Earl Carter and others will work with Lee Bryant of NBC in handling the event.

To set the records straight, Wayne Henry Latham and Milton W. Stoughton, formerly of WBZA and now comm. mgr. and program dir., respectively, of WSPR, Springfield, Mass., point out that they are the discoverers of the Tastyest Jesters. They state the Jesters were never connected with WBZ, Boston.



Frank Black has made more shortwave broadcasts from this country to Europe than any other musical director on radio.



RADIO DAILY

Serving the Better Interests of Commercial Radio and Television



VOL. 2, NO. 54

NEW YORK, N. Y., THURSDAY, SEPTEMBER 16, 1937

FIVE CENTS

Contract Form Delays AFM Issue

\$50,000 CONTEST SET IN NEW PEBECO SERIES

Pebeco Toothpaste will conduct a \$50,000 contest on "Follow the Moon" series over CBS beginning Oct. 18 and running until Dec. 24. Program is scheduled to begin Oct. 4 and will be heard Monday through Friday, 5-5:15 p.m. Winners will be judged according to the best 25 word letters received on "I Like and use Pebeco because—." Ten Longine watches, valued at \$100 each, will be awarded daily during the run of the contest. Lennen & Mitchell is the agency.

3 Commercial Accounts Are Garnered by WCFL

Chicago—WCFL, which recently decided to go commercial, has bagged three new important accounts, it is announced by Commercial Manager Mel Woolens. They are: Dr. Caldwell's Syrup of Pepsin, Feature Foods and Signal Overalls. The station has appointed E. Katz Special Agency as its rep.

St. Louis Philco Dealers Sponsor Two-Hour Show

St. Louis—Eight local Philco dealers are sponsoring a two-hour transcribed program, "Philco Musical Cavalcade," over KMOX, Sunday at 11 a.m. to 1.

WICC 40-Hour Week

Bridgeport, Conn.—Announcers at WICC have been put on a five-day 40-hour week.

Songbird Takes Wing

Jessica Dragonette, whose Palmolive broadcasts winds up on Oct. 6, has revealed that she will forsake radio this fall for the first time in 10 years. Miss Dragonette plans to go on a concert tour. It is understood that sponsor will switch to Hollywood with an all new show almost immediately.

Repeat Week Later

General Foods, for the Sanka coffee series on CBS will air a repeat broadcast for the Coast at 10:30-11 p.m. Sponsor recently announced the addition of eight western stations which will comprise the late program's network. Show is scheduled to start Oct. 7 at 7:30-8 p.m., but repeat airing will not begin until following week as "March of Time" will occupy late spot Oct. 7. Young & Rubicam has the account.

GEN. FOODS WILL USE CBS NEWS COMMENTARY

General Foods will use the new news commentary programs, scheduled to begin over a CBS network of 45 stations Oct. 4, to advertise Minute Tapioca. Plans also call for a woman commentator, on the order of Kathryn Cravens, to handle the Monday, Wednesday and Friday, 12 noon-12:15 p.m. spots. Contract calls for 52 weeks with Young & Rubicam the agency.

"Uncle Ezra" Program Shifted on 6 Stations

Six stations now airing the NBC Miles Laboratories (Alka-Seltzer) "Uncle Ezra" repeat program at 11:15 p.m. will be shifted to the 7:15-7:30 p.m. period on Sept. 27, broadcasting the early program. WBAP gets it at the late time on same date. Stations involved are WIBA, WDAY, KFYZ, KGBX, KGNC, KTBS and KARK. Wade Advertising, Chicago, has the account.

News Programs for Fall Sets Record on NBC Web

West Coast Campaign For Roi Tan Cigars

Herschel Deutsch, radio director of Lawrence C. Gumbinner agency, leaves for Los Angeles tomorrow to set a radio campaign on the west coast for American Tobacco (Roi

(Continued on Page 2)

IRNA Meets With Musicians' Union Committee; But Weber Sees Many Other Problems in Offing

RCA MFG. WILL BUILD \$1,000,000 ADDITION

Harrison, N. J.—RCA Manufacturing Co. plans a \$1,000,000 plant addition, to be located either here, if the Town Council grants several requests regarding taxes, permission for a railroad siding, etc., or in Boston or Indianapolis. The Mayor here is favorable to the proposals.

New Florida Network After More Stations

Daytona Beach, Fla.—WMFJ here and WFOY, St. Augustine, which recently joined to form the Gold Coast Network, with programs being heard over the hookup one hour each Monday and Wednesday, 8-9 p.m., expect to enlarge the service among independent Florida stations in the near future.

Carnation's New Set-Up

Chicago—Carnation Contented program drops Vivian della Chiesa on Oct. 4 and goes for a new a capella chorus of some 20 voices which, like the orchestra, will be under direction of Frank Black. Opal Craven, the Lullaby Lady, expected to stay. Miss Della Chiesa will continue on sustaining basis and singing with Chicago Opera, which stars her starting mid-October.

Following a conference yesterday afternoon between the AFM Executive Committee and the Special Advisory Committee representing the Independent Radio Network Affiliates, Pres. Jos. N. Weber of the AFM told RADIO DAILY that all other conferences and business in connection with broadcasters would be held in abeyance pending both committees getting out of the woods on a specific form of contract which would close deal between the AFM and IRNA. While the strike threat would not be held up indefinitely, no such action is contemplated now before Oct. 1.

Weber stated that, if necessary, unauthorized exploitation of the musicians' work would be stopped, even if he had to appeal to Congress to pass a law prohibiting any use of transcribed renditions whether recorded direct from audition studios or taken off the air. Tightening up of the excess remote control dance programs which is the musicians' own fault and which keeps other men out of work is another problem which will be remedied, according to Weber.

Weber indicated that the organiza-

(Continued on Page 2)

Skelly Oil Campaign Also Will Use Disks

Chicago—Skelly Oil, which debuts "Court of Missing Heirs" on Oct. 11 over a score of CBS stations in this area, also will spot transcriptions on stations in the west and southwest. Blackett - Sample - Hummert is the agency.

Farewell Parties

NBCites last night feted several fellow workers who resigned in the past few days. Walter Duncan was guest of honor at a sales department shindig. Station relations had a party for Reginald Brophy at Frank Mason's home. Press department gave Walter Moore a send-off. Helene Carlin and Frank Wilson also were partied.

(Continued on Page 2)



Vol. 2, No. 54 Thurs., Sept. 16, 1937 Price 5 Cts.

JOHN W. ALICOATE : : : Publisher

DON CARLE GILLETTE : : : Editor

MARVIN KIRSCH : : : Business Manager

Published daily except Saturdays, Sundays and Holidays at 1501 Broadway, New York, N. Y., by Radio Daily Corp. J. W. Alicoate, President and Publisher; Donald M. Mersereau, Treasurer and General Manager; Chester B. Bahn, Vice-President; Charles A. Alicoate, Secretary; M. H. Shapiro, Associate Editor. Terms (Post free) United States outside of Greater New York, one year, \$5; foreign, year, \$10. Subscriber should remit with order. Address all communications to RADIO DAILY, 1501 Broadway, New York, N. Y. Phone Wisconsin 7-6336, 7-6337, 7-6338. Cable address: Filmday, New York. Hollywood, Calif.—Ralph Wilk, 6425 Hollywood Blvd. Phone Granite 6607.

Entered as second class matter April 5, 1937, at the postoffice at New York, N. Y., under the act of March 3, 1879.

FINANCIAL

(Wednesday, Sept. 15)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Am. Tel. & Tel.	166 1/2	162 1/2	163	+ 1/4
CBS A	25 1/2	25	25 1/2	0
Crosley Radio	14 1/4	14 1/4	14 1/4	+ 1/4
Gen. Electric	49	46 7/8	47 5/8	+ 1/8
North American	23 7/8	22	22 7/8	0
No. American, Pfd.	51 5/8	51 5/8	51 5/8	+ 1 3/8
RCA Common	10 1/4	9 3/4	9 3/4	- 3/8
RCA First Pfd	69 1/4	67 1/2	68 1/2	+ 7/8
Stewart Warner	15 1/4	14 5/8	15	0
Zenith Radio	37 1/4	36 1/2	36 1/2	- 1/4

NEW YORK CURB EXCHANGE

Majestic	2 1/4	2 1/4	2 1/4	+ 1/8
----------	-------	-------	-------	-------

OVER THE COUNTER

	Bid	Asked
Stromberg Carlson	11 1/4	12 3/4

Cover Weehawken Explosion

New York radio stations covered the Weehawken explosion yesterday through the facilities of Press-Radio and other news agencies. WOR carried bulletins for the Weehawken Police department asking all persons who escaped from the building to report to the police. Station also aired a list of the injured and to what hospital they had been taken. Richard Brooks of WNEW visited the scene and gave an eye-witness picture over the station early last night.

Announcers for "Carnival"

Announcers picked by NBC to air the blow-by-blow description of the "Carnival of Champions" prize fights over the Blue network on Sept. 23 are: Lynn Brant, Bill Stern, Clem McCarthy and Tom Manning. McCarthy will broadcast the feature fight. Brant is being brought east from Chicago and Manning comes from WTAM, Cleveland.

Contract Form Delays Agreement on AFM Issue

(Continued from Page 1)

tion brought the matter of unemployed musicians to a head now because it was not regarded as good policy to make demands during the recent depression. Also, he pointed out that the recent WPA release of three thousand or more musicians did not result in any of them being absorbed by private industry.

Figures developed at the conference showed that about 40 stations out of nearly 700 were hiring all of the musicians now working in radio and that there are less than 1,000 men so employed. The \$1,500,000 to be expended by the IRNA or network affiliated stations minus the network key outlets would not apply to the unaffiliated outlets which are still to put a good-sized proportion of musicians to work. Asked whether local unions and stations could do business now on the question of putting men to work, Weber said that the AFM would never stand in the way of any station or local concluding an agreement to take on musicians, but in no way was such an agreement to conflict with what the AFM is seeking to work out with the broadcasting industry.

The IRNA and AFM Executive Committees meet again today at 10 a.m. It is not thought likely that they will conclude an agreement early enough to allow AFM to take up other matters. W. S. Hedges, head of the IRNA committee, was accompanied by Samuel R. Rosenbaum, Emile Gough, Mark Ethridge, George Norton and John J. Gillin. AFM had full exec committee including Fred Birnbach, Jimmy Petrillo, A. C. Hayden and others. Weber, incidentally, took time out to again compliment the IRNA on its "fair committee."

Hedges reported good progress in settling down to a form on contract and like other members of his committee, was anxious to bring the matter to a head and get back home. "It has been no pushover at any time," Hedges intimated.

Voorhees Gets Free Hand

For his final "Cavalcade of Music" broadcast, Wednesday night at 8 over CBS, Maestro Don Voorhees has been given carte blanche by the sponsor, Du Pont, to do what he wants with the program. "Cavalcade of America," dramatizations, will be back Sept. 29.

Oscar Wilde Plays on WQXR

Starting with "Importance of Being Earnest," a series of Oscar Wilde plays will be presented by the Federal Theater radio division over WQXR beginning Oct. 5 at 9-10 p.m. Donald Macfarlane and Charles Crumpton will handle.

Fortune Stories on NBC-Blue

A new series of dramatic programs, "Fortune Stories," dealing with the adventures of Reginald Fortune, British fiction detective, starts Sept. 24 at 10:30-11 p.m. over NBC-Blue. Edith Meiser is doing the radio versions.

News Programs for Fall Sets Record on NBC Web

(Continued from Page 1)

Reporter on west coast, and Press-Radio periods.

In addition, a women's news program starts Sept. 20 over the Red network every morning, 9-9:15. INS is also used by the web for its international short wave programs. Entire schedule comes under the scrutiny of A. A. Schechter, director of news and special events.

West Coast Campaign For Roi Tan Cigars

(Continued from Page 1)

Tan cigar). Schedule calls for a west coast network show and supplemental spot programs. Talent will also be set while Deutsch is on the coast. He intends to return to New York in about three weeks.

New Shows on WHN

Two new shows over the WLW Line from Cincinnati are making their debut over WHN. They are: "The Smoothies," mixed trio, to be heard Wednesdays at 4-4:15 p.m., and Arthur Chandler and his organ music, Mondays through Fridays at 9:45-10 a.m. starting today. "Love Lyrics," with Helen Yorke and Joe Martin, is a new Tuesday and Thursday 10:30-11 a.m. program.

Commerce Program Returning

Washington Bureau, RADIO DAILY Washington—CBS will resume the Department of Commerce program Oct. 19, with talks by members of the Business Advisory Council in addition to backgrounds of great American industries, Secretary Roper announces. Roper praised radio as a medium for improving relations between government and business.

Grantland Rice Returning

Grantland Rice, sports writer, returns to the air with his annual football series Sept. 24 on the Cities Service Concert, with Lucille Manners, Ross Graham, the Revellers and Rosario Bourdon's orchestra.

Seymour on Camel Program

Dan Seymour, CBS announcer, will emcee the New York half-hour of the new Camel program starting Sept. 28. Benny Goodman's band will be at this end. Deal for Seymour was set by Jimmy Appell of Columbia Artists.

Don Thompson to Chicago

Des Moines—Don Thompson, dramatic production manager at WHO, left yesterday for Chicago to join the NBC dramatic production department.

COMING and GOING

LYNNE C. SMEBY, supervising engineer for WXYZ, Detroit, is back at his desk after a honeymoon in the East.

MALCOLM MCCOY of the cast of "Ann Worth, Housewife", which emanates from WXYZ, Detroit, has returned to that city from a Bermuda trip and a stopover in New York, where he visited Joan Vitez, the original Ann Worth.

MRS. WALTER O'KEEFE arrives from abroad today on the Vulcania.

ROY CAMPBELL is currently spending most of his daytime hours flying between New York and Philadelphia in preparation for that CBS commercial featuring the Roy Campbell Key-stoners and Eleanor Bowers, a Roy Campbell soloist, to be sponsored by the State of Pennsylvania.

CONRAD NAGEL, producer and emcee on the forthcoming "Silver Theater" program, is in New York from the Coast lining up plays for the series.

JAMES C. PETRILLO, head of the Chicago musicians' union, is in New York for AFM parleys.

CURTIS ARNALL, juvenile lead in "Pepper Young's Family", has been spending a few days with his mother and sister in Omaha.

HERSCHEL DEUTSCH, radio director of the Lawrence C. Gumbinner agency, leaves New York tomorrow for the Coast, returning early next month.

O. B. HANSON, NBC chief engineer, G. N. NIXON and ROBERT CLARK went to Washington yesterday on business.

ARTHUR HAYES, eastern sales manager of Radio Sales, is in Chicago for the week.


MARY SMALL, who leaves for Boston today for personal appearances at the Metropolitan, then goes to Cleveland for another engagement.

NBC Signs Wyn Murray

Wyn Murray, now starring in "Babes in Arms" has been signed to a two-year NBC Artist Service contract.



leads in
PROGRAM PLANNING



DICK FISHELL'S
SPORTS RESUME



sponsored by **SOBOL BROS.**

NOW YOU CAN BUY A COMPLETE PRESTO SOUND RECORDER FOR ONLY \$149.00
PRESTO RECORDING CORP.
135 W. 19th St. New York - N. Y.

We guarantee Coverage of Metropolitan Boston Phone, write or wire Weed & Co.—Nat. Rep.

GUEST-ING

PHIL GROGAN, swinging ukelele player, on Colonel Jack Major program, Sept. 20 (CBS, 3 p.m.).

HOWARD PHILLIPS, LANSING HATFIELD and MAXINE STELLMAN, on "Hammerstein Music Hall," Sept. 24 (CBS, 8 p.m.).

RAY HEATHERTON, on Mark Warnow's "Blue Velvet Music," Sept. 21 (CBS, 8 p.m.).

IGOR GORIN and RITZ BROTHERS in "Life Begins in College," on "Hollywood Hotel," Sept. 24 (CBS, 9 p.m.).

BURNS and ALLEN, on Packard program with Lanny Ross, Sept. 28 (NBC-Red, 9:30 p.m.).

GENE LOCKHART, interviewed by Charlotte Buchwald, tomorrow (WMCA, 2:20 p.m.).

EDDIE LEONARD, on "Professional Hour," tomorrow (WMCA, 9:30 p.m.).

SALLIE PHIPPS, on "World Observer," Sept. 19 (WNYC, 6 p.m.).

HELEN HOWE, monologist, on "Heinz Magazine," Sept. 24 (CBS, 11 a.m.).

NICK KENNY, on Benny Davis "Stardust Revue," Sept. 19 (WOR-Mutual, 9:30 p.m.).

GENE AUTRY, on George Fischer's "Hollywood Whispers," Sept. 18 (WOR-Mutual, 9:45 p.m.).

ZOLA TALMA, on Crosby Gaige's "Kitchen Cavalcade," tomorrow (NBC-Blue, 10:45 a.m.).

LUCILLE and LANNY, MAXINE SULLIVAN and the RANCHEROS, on Walter O'Keefe program, Sept. 22 (NBC, Red, 9 p.m.).

RICHARD CROOKS, on Ford Sunday Evening Hour, Sept. 26 (CBS, 9 p.m.).

JOE COOK, on Gulf program, Sept. 26 (CBS, 7:30 p.m.).

JACK MELVILLE, on "Sunday Morning at Aunt Sussan's," Sept. 26 (CBS, 9 a.m.).

Plugging Newscasts

WIL, St. Louis, is using every means possible to call attention to its newly acquired News Service. Regular newscasts under the title "Headlines of the Air" are broadcast six times daily, and bulletins are broadcast every hour with a tag line calling attention to the next complete newscast. Augmenting this service, WIL has placed a large bulletin board in the window of the Melbourne Hotel, on whose building the studios are located. The news sheets are changed on this board every hour throughout the day. It has proven a great attraction for the thousands who daily pass the busy intersection of Grand & Lindell Boulevards.

STAR RADIO PROGRAMS INC.

— PRESENTS —

"Good Morning Neighbor!"

"AMERICA'S IDEAL WOMAN'S PROGRAM"

250 PARK AVENUE NEW YORK CITY

NEW PROGRAMS—IDEAS

Biloxi Boatmen's Program

WGCM of Gulfport and Biloxi, Miss. has just completed the third week of one of the most unique radio programs in America. It is called the "Biloxi Boatman's Program" and goes on every night including Sundays at 8:05-8:30. There are over 2,000 fishing boats in the Gulf outside of Biloxi and Gulfport engaged in shrimp and oyster fishing. These men often stay out at sea for a full month without hearing from home or getting local news. The "Biloxi Boatman's Program" has been most warmly received. It gives the latest news in and around Biloxi, also dedicates selections to the men at sea. The latest weather reports and storm signals are also given, as received from the U. S. Coast Guard Station in Biloxi.

The families at home of these fishermen have taken to this program as filling a long felt want—and the fishermen are all putting radios on their boats. The Biloxi Rotary Club started the program until a sponsor came in. This took only one week and now Ellzey's General Store in Biloxi has taken the program for the full fishing season of eight months. Philco radios are featured and they are selling well.

What makes this program of such great importance is its human appeal and interest. The fishermen are out at sea and cannot hear from their friends and relatives. From 20 to 30 dedications are given on each program, giving the names of boats and the men. Often in the news items, births and deaths and illness of the men's families are given and these fishermen come directly home. WGCM has received numerous letters from fishermen when they come in and they say that the program has given them more security and that boats without radios come and tie up with boats that have radios just so they can listen to these Boatmen's Programs.

This is one of a series of effective local programs originated and produced by George Blumenstock, who has lately taken charge of production at WGCM.

WMFJ's "The Nut Factory"

"The Nut Factory," is a new wrinkle in programs just introduced over WMFJ, Daytona Beach, Fla. Characters: Nip and Tuck, who advise anyone, do anything, sell anything. Broadcast Wednesdays 7:45-8 p.m. Program has originated by Ed Sims, whose philosophy is: "You don't have to be screwy to be in the broadcasting business, but the screwier the better."

Ridiculous queries by real and imaginary listeners are answered in like manner. Genuine telephone calls, too, are answered in front of the "mike" during the broadcasts.

Back Talkers Get Chance

WBBM, Chicago, today launches the program listeners long have wanted—

one on which they can interrupt, tell the performer he is lousy, and suggest their own improvements. Show will be called the WBBM Bandwagon, with a portable transmitter on the street or in a public place permitting hecklers to cut in on studio program by short wave. The guy in the studio who must take this punishment is Milton Charles, the singing organist.

New Angle on Words

"You Don't Say," new studio program that is described as a cross between a Prof. Quiz and a spelling bee, makes its bow Monday at 9-9:30 p.m. over WMCA and will run six nights a week. Audience will be asked to give correct pronunciation and definition of words spelled by the announcer, with awards to the winners in a series of eliminations. Sidney Walton is emcee.

Two WSAY Services

WSAY, Rochester, N. Y., is offering two new "friendly" services. One is "The Church Editor of the Air", weekly feature conducted by local ministers. Other is "Adult Education Program", presented by members of the Board of Adult Education Program.

New "Man in Street" Twist

In a new "Man in the Street" series which H. A. Boyle will conduct for System Cafeteria over WHB, Kansas City, through Ferry-Hanley Adv'g Agency, eight 50-cent meal tickets are given to persons answering questions. Program is on the air at 11:45-12 noon, from lobbies of office buildings.

Display at State Fair

KGVO, Missoula, Mont., at the recent Western Montana State Fair, had a booth and merchandising display of national advertisers using the Station's facilities. Programs depicting the progress of the State and its prominent cities were broadcast right from the Fair.

KSL Journal

KSL, Salt Lake City, is putting out a bi-monthly journal, "KSL-Radio Broadcasting," prepared in collaboration with National Research Bureau of Chicago, carrying merchandising promotions to aid various types of accounts.

Gorton-Pew Spots

Spot announcements for Gorton-Pew Fisheries which started this week are only being aired on NBC owned and operated stations, according to the agency H. B. LeQuatte Inc.

MRS. MARTIN JOHNSON

EXCLUSIVE MANAGEMENT

CLARK H. GETTS, INC.

WALDORF-ASTORIA

AGENCIES

ZANVILLE DIAMOND has become associated with Fonda-Haupt Co. Inc., advertising agency, as a vice-president.

STEPHEN R. RINTOUL has joined the E. Katz Advertising Agency. Rintoul was formerly president of Rintoul-Steipock, Inc. New appointment becomes effective immediately.

RUSSELL C. COMER Advertising Co. will close its office in Chicago on Sept. 30.

BLACKETT-SAMPLE-HUMMERT, Chicago, specializing in daytime script shows, will have its first evening show in that area on Oct. 11 when Skelly Oil's "Court of Missing Heirs" starts on CBS. Al Shebel and James Waters will do the scripts, with Fritz Blocki as production director, Dick Wells playing the counsellor, Tom Shirley as the judge and Jack Brinkley announcing.

NEW BUSINESS

Signed by Stations

KUOA, Siloam Springs, Ark.

Arkansas Western Gas Co., regional utility, early morning news broadcast of United Press bulletins; Brown Military Academy, San Diego, Cal., spots; Brown School for Girls, Glendora, Cal., spots.

WMFJ, Daytona Beach

Norge, 15-min. variety disks; Philco, mysteries; Wagner Brewing Co., Miami; Foremost Dairies, "Contract Bridge," by Mr. and Mrs. Ely Culbertson.

WTAQ, Green Bay

Chrysler, Major Bowes Amateur Hour.

Must we HOLLER it?

Must we disrupt the quiet of this nice paper and go make a spectacle of ourselves? Must we call in our printer who's a shy man and make him set up in big, black type: **WOR CAN BE HAD AT THE LOWEST 50,000-WATT STATION COST IN GREATER NEW YORK?** Of course, maybe you don't want to save money. Maybe, though, you'd like to drive your buggy around to our garage at 1440 Broadway, in New York, and say, "Give 'er the once-over. And don't forget the harness."

WOR



DAVID BROEKMAN, the Stafford Sisters and Jimmy Newell, on the General Electric program heard on KHJ 8:00-8:30 p.m. Fridays, now go over the entire Don Lee network. Arrowhead Water is sponsoring KMPC's coverage of the Pacific Southwest Tennis Association matches at L. A. Tennis Club, Sept. 17-26.

Sam Pierce, formerly producing "Calling All Cars" and doubling on writing and production of "Hollywood Hotel," has joined the production staff at KHJ.

Francia White in from New York with complete scores of two new operettas, one of which she will do in New York this season.

Leo Edwards, brother of Gus and a song writer too, is in town on combined vacation-lookaround.

"Tidbits from the News," Rudy Cornell's KMTR newscast, now sponsored by Resinol.

"One Man's Family" will use studio space at Associated Cinema Studios for future broadcasts due to NBC congestion.

Harry Witt, CBS Coast salesman-ager, has been appointed chairman of entertainment for the Pacific Coast Advertising Clubs' convention here in 1938.

"Thrills of Opera" has been selected as the title of a series of transcriptions being waxed by Fredrick Stark and his orchestra for Radio Transcription Co. of America.

Ben Alexander was off the air last Wednesday to clear time for an NBC special event broadcast and utilized the free time to check up on a reported unfilled juvenile lead role with Jack Holt at Columbia. He got the job.

Hal Rorke, CBS publicity chief, is sending out engraved invitations to the CBS Monster Picnic and Colossal Barbecue to be held at Fryman's Ranch in Laurel Canyon next Sunday.

After an absence of several months, Dr. Maker, commentator on world affairs, has resumed his daily program, "The Philistine," over KFWB.

ONE MINUTE INTERVIEW

JESSICA DRAGONETTE

"The time limitations of radio make it imperative for a singer to study the new 'sense memory' technique of stage dramatics for a successful presentation of operettas on the air. With the elimination of the stage preliminaries that are employed for creation of atmosphere, a singer must cultivate that knack of 'feeling' the role from the first emission of sound, or risk the twist of the dial and the attendant oblivion for 'coming on cold'."



● ● ● A recent R. D. squib about a "tallest" announcer has brought in a couple of other entries....Ray Perkins says his WOR-Mutual announcer, Howard Doyle, is 6 ft. 6....and J. W. Eckenrode, operator at WAZL, Hazleton, Pa., postcards that Tiny Hamrick of that station and formerly with WIBA, WBRE and WBAX, is 6 ft. 8....Eckenrode himself is a shorty, measuring only 6 ft. 4....

● ● ● Ronald Dawson, producer of the "Barn Dance", which has been stepping merrily for 18 weeks at WOL, Washington, uses various kinds of exploitation to keep the show interesting....His latest is a yodeling contest for city hillbillies....Dawson himself is known as "Uncle Willie", a hillbilly with a British accent....Jimmy Crowley, former Green Bay high school grid star and later one of Notre Dame's "Four Horsemen", and now a coach at Fordham, will be with Kate Smith and Ted Collins on their new CBS show.... Larry Winn and his Winners are scheduled to make their first CBS appearance Saturday night on the "Swing Session". The boys are said to be the real berries.

● ● ● That item here regarding Guy Lombardo brought the city of music publishers down on our head. Proving that it's something for a Successful Guy to have more friends than enemies in this business of phoney-friendships....Belle Baker confirmed the "rumor" to us regarding her forthcoming marriage to Editor Elias Sugarman....Funny thing happened the other a.m....We were trying to sneak past a red light in the E. 50's and accidentally struck a pedestrian who was walking along minding his own business and lights, whistling a familiar tune. Jumping from behind the wheel to inspect the extent of the other's personal injury, we recognized our victim as George Jessel—a fugitive from our eyes in close to two years....While cars' horns were being honked we did a "routine questioning" in the middle of the street. Seems that George wasn't watching where he was going—because he was rehearsing some new gags and tunes for his disk series—and Norma was due to arrive yesterday.... The moral is: One knocks over the most interesting people in the streets of New York!

● ● ● From Harry Link, Irving Berlin's "mentor", came a note the other day, starting off: "Dear NICK Daly". Harry publishes the songs of Columnist Nick Kenny....More news on Sid Schwartz's play, "Prize Family". It goes into rehearsal Monday and is set for a pre-Broadway opening within three weeks. He's one guy we're all rootin' for from the towers....Johnny Johnstone, the Mutual-WOR public relations chief will undergo some waist-trimming for beauty's sake....Judging from Ed Sullivan's column the other day en route to the Coast, he's aimin' to be signed by Pandro Berman at RKO. What a corkin' feud readers may expect with Winchell touting Zanuck, Mark Hellinger set with Warner's and Ed with RKO.



SAWYER BISCUIT, which has had Bob Elson interviewing folks on State Street for more than a year, is adding another similar show on WMAQ Oct. 4 using Bob Hawk who has been conducting Foolish Questions for Thomas J. Webb Coffee on WAAF. Harold Isbell has taken over the Hawk program on WAAF for same sponsor.

Goldblatt Stores, who have the Golden Hour on WGN each morning, are putting on a big radio show in its downtown store Sept. 23 featuring Jackie Heller, Red Grange, Doring Sisters, Pierre Andre, Three Heat Waves, Donna Dae, Anita Boyer and Pat Kennedy.

Cast has been picked for NBC's new Sunday "Back Home" series which moves into Jerry Belcher's "Our Neighbors" spot when he takes over new F. W. Fitch show Sept. 26. Includes Gene Arnold as James Whitcomb Riley, Isabel Randolph, Phil Lord, Laurette Fillbrandt and Fred Sullivan. Howard McKent Barnes is the author.

Jackie Heller and Fibber McGee and Molly will be stellar attractions at National Radio Artists Association show at Municipal Auditorium, St. Louis on Sept. 19 and 26 respectively.

Mossaye Boguslawski, WIND pianist, in New York on vacation and business trip. He is marketing a new set of books offering piano instruction for tiny tots. Will be back on WIND in fall with Sunday afternoon concert series.

Jeanne De Lee, free lance actress, is vacationing in Hollywood. Expects to be back at work next week.

Betty Winkler, Joan Winters, Gale Page and Fayette Krum gave a birthday party for Anne Seymour of Mary Marlin.

Jack Holden plays the part of Tom Mix in Ralston's serial on NBC starting Sept. 27. Other parts will be taken by Percy Hemus, Harold Peary, and the Ranch boys, Jack Ross, Shorty Carson and Curly Bradley, will do the warbling.

"Lights Out" Returning

Chicago — "Lights Out," dramatic series, taken off two months ago, returns to NBC-Red at 12:30 a.m. Wednesday (actually Thursday morning) on Sept. 29. Arch Oboler again will grind out the grisly yarns.

I have the honor of numbering among my clients the following prominent personages:

VINCENT LOPEZ JOEY NASH
BENNY GOODMAN JERRY BLAINE
SONNY KENDIS RUSS MORGAN

Jules Hanberg
— INSURANCE —
John 4-2800 BEekman 3-0375
80 JOHN ST., NEW YORK

STATIONS OF AMERICA

Highlights in the Development of Outstanding U. S. Radio Stations

WGCP—Albany, Ga.

1420 Kilocycles—100 Watts

J. W. WOODRUFF, JR., General Manager

TOM JACKSON, Commercial Manager

LOCATED in the world's greatest pecan center, Albany, WGCP is the youngest member of the three-station hook-up known as the Georgia Network. Established in 1934, the station is today relied upon by advertisers to reach one of the most important farming areas in the country. WGCP is owned and operated by the Americus Broadcast Corporation, and maintains modern studios and offices at 125 No. Jackson Street, Albany. These studios and offices have just been completed within the past few months, and offer the very latest in design and improvements.

In keeping with the strict Community Service policy laid down by the station's owner, J. W. Woodruff, Sr., WGCP constantly supplies gratis its time and services to any and all civic and charitable organizations and any movement for the betterment of the State of Georgia. Educational and religious broadcasts are also numerous, and always of highest educational and entertainment value to listeners of WGCP.

Broadcasting 18 hours every day, the station produces outstanding local shows. With the availability of the Associated Library Service programs and Radio News Bureau, WGCP is in a position to offer a most diversified entertainment schedule during its broadcasting day.

WGCP just recently completed the construction work on a new RCA High-Fidelity transmitter and 154-foot vertical radiator antenna. New equipment is located in Albany also, and has proved to be of untold value in the servicing of WGCP's wealthy primary and secondary coverage which includes a rich agricultural region that produces large cash incomes for farm families annually.

J. J. Devine & Associates is the station's representative.

ORCHESTRAS - MUSIC

LEO REISMAN, who has been re-engaged to play for dinner and supper dancing at the Waldorf-Astoria, opens in the Sert Room of the famous hostelry on Oct. 21. Reisman also is back on the air—Schaefer Beer over WEAF on Thursday nights.

Wayne King will play his first Chicago hotel engagement starting Sept. 25 at the Palmer House Empire Room, with a Mutual wire. His Lady Esther program is spotted on NBC and CBS.

Joe Sanders, who leaves Chicago next month for the coast, was given a 7-11 party at the Blackhawk restaurant.

Eugene Jelesnik's ork at Hotel Taft grill, New Haven, will be carried by WELI and fed to WMCA-Intercity.

Russ Morgan and his orchestra have been booked by CRA to play a one night engagement at Hotel Statler, Boston, on Oct. 29.

Two of the late George Gershwin's unpublished works, "Since I Found You" and "Tango," will be presented by Irene Wicker, the Kellogg Sing-

ing Lady, on her Sept. 30 program over NBC-Blue at 5:30 p.m.

Shep Fields is participating musically with his orchestra for the first time in three years. He does a clarinet solo in the Rippling Rhythm version of "Caravan."

Marek Weber, well known in Berlin and Vienna as the European "King of Jazz," has signed a management contract with CRA and is being groomed for an American tour. Weber will conduct a large number of musicians and give popular songs the Kostelanetz treatment plus his continental style.

CRA orchestras will play the Mosque ballroom at Newark in October. George Hall plays there Oct. 3, and Irving Aaronson on the 10th.

Harry McDaniel and his orchestra have been set by CRA to open at the New Kenmore Hotel, Albany, Oct. 1.

Chauncey Cromwell and his Commodores, currently at the Sagamore, Lake George, N. Y., are slated to go into a Detroit spot for the fall and winter season.

Billy Swanson and His Music, currently featured at the Green Room of the Hotel Edison, will inaugurate a twice weekly, coast-to-coast program of dance music over Mutual on Saturday at 11:30-12:00 p.m.

JOHN B. HATCH ASSOCIATES

An agency serving a N. E. clientele. Specializing in radio broadcast advertising.

(Send for booklet)

581 Boylston Street, Boston, Mass. Commonwealth 0466



JACK PEARL, the famous
Baron Munchausen
of the Radio

PACKARD LEKTRO-SHAVER!

If your idea of a warm-weather picnic is to lather your face with hot water and scrape your sun-burned skin with a razor blade, this ad is not for you. It's addressed to men who want cooler, smoother, quicker shaves for these midsummer days.

The patented smooth round head and four-way shearing action of the Packard Lektro-Shaver will give them to you—now and forevermore. No soap, water, brush, lather or blades. No danger of cuts or nicks—no razor rash or ingrown hairs. It'll shave as close as you want—and you don't even have to take your jacket off.

Better stores everywhere carry Packard Lektro-Shaver. It is one of the many products manufactured by Dictograph Products Co., Inc. **\$15**

DICTOGRAPH PRODUCTS CO., INC.

580 Fifth Avenue - - - New York, N. Y.

MANUFACTURERS OF PRECISION EQUIPMENT SINCE 1902

★ ★ ★ NEW SHOWS AHEAD ★ ★ ★

FRIDAY, SEPT. 17

Crosby Gaige's "Kitchen Cavalcade", C. F. Mueller Co. (macaroni), NBC-Blue, Mon. through Fri., 10:45-11 a.m.

SUNDAY, SEPT. 19

"Commentator Forum," Commentator Magazine, Mutual, 9:30-9:45 p.m. Sunday and 10-10:15 p.m. Thursday.

MONDAY, SEPT. 20

Phil Cook's "Morning Almanac," sustaining, WABC, Monday through Friday, 8-9 a.m.

"Continental Revue," with Olga Baclanova, sustaining, WOR-Mutual, 8:30-9 p.m.

"Campana's Vanity Fair," with Cal Tinney, Campana Corp., NBC-Blue, 8:30-9 p.m.

"The Feast of Orlolans," by Maxwell Anderson, sustaining, one performance, NBC-Blue, 9:30-10 p.m.

FRIDAY, SEPT. 24

"Fortune Stories," mystery dramas, sustaining, NBC-Blue, 10:30-11 p.m.

SATURDAY, SEPT. 25

"Gateway to Opera," sustaining, WQXR, 7-8 p.m.

SUNDAY, SEPT. 26

"Bicycle Party," with Bill Slater and Hugo Mariani orchestra, Cycle Trades of America, NBC-Red, 3:30-4 p.m.

Marion Talley, Ralston-Purina (Ry-Krisp), NBC-Red, 5-5:30 p.m.

Jerry Belcher, "Interesting Neighbors Visited," F. W. Fitch Co., NBC-Red, 11-11:15 p.m.

Chevrolet show, with Barry McKinley and Seymour Simon orchestra. Jeanette MacDonald and Joseph Pasternack orchestra, Vick's, CBS, 7-7:30 p.m.

"Smoke Dreams", with Virginio Marucci orchestra, H. Fendrich Inc., NBC-Red, 1:30-2 p.m.

"Back Home", sustaining, NBC-Blue, 1:30-2 p.m.

MONDAY, SEPT. 27

General Hugh S. Johnson, Grove Laboratories (Bromo-Quinine), NBC-Blue, Mon. and Thur., 8-8:15, and Tue. and Wed., 10-10:15 p.m.

"Famous Jury Trials", returns for Mennen Co., WOR-WGN-WLW, 10-10:45 p.m.

"Tom Mix Straight Shooters", returns for Ralston-Purina, NBC-Blue, Mon. through Fri., 5:45-6 p.m.

"Little Orphan Annie", returns for Wander Co., NBC-Red, Mon. through Fri., 5:45-6 p.m.

"Jack Armstrong", returns for Gen. Mills, NBC-Red, Mon. through Fri., 5:30-5:45 p.m.

TUESDAY, SEPT. 28

"Grand Central Station," Lambert Co. (Listerine products), NBC-Blue, 9:30-10 p.m.

"Jack Oakie College" and Benny Goodman orchestra, Camel cigarets, CBS, 9:30-10:30 p.m.

WEDNESDAY, SEPT. 29

Eddy Duchin orchestra, for Elizabeth Arden (cosmetics), NBC-Blue, 8-8:30 p.m.

"Cavalcade of America", returns for Du Pont, CBS, 8-8:30 p.m.

Eddie Cantor, Texaco, CBS, 8:30-9 p.m.

THURSDAY, SEPT. 30

Kate Smith Hour, General Foods (Calumet baking powder, Swansdown flour), CBS, 8-9 p.m.

FRIDAY, OCT. 1

"Varsity Show", Pontiac, NBC-Blue, 8-8:30 p.m.

SATURDAY, OCT. 2

"Saturday Night Serenade," with Mary Eastman, Bill Perry, Gustav Haenschen orchestra, Pet Milk Sales Corp., CBS (except WABC), 9:30-10 p.m.

SUNDAY, OCT. 3

"On Broadway," General Foods (Diamond Crystal Shaker Salt), NBC-Blue, 3-3:30 p.m.

"Silver Theater," International Silver, CBS, 5-5:30 p.m.

Bakers' Broadcast, with Ozzie Nelson, Harriet Hilliard and Feg Murray, NBC-Blue, 7:30-8 p.m.

General Motors Concerts, NBC-Blue, 8-9 p.m.

Tyrone Power, dramatic series, John H. Woodbury Inc., NBC-Blue, 9-9:30 p.m.

"Time of Your Life", with Sheila Barrett and Joe Rines orchestra, Gruen Watch, NBC-Red, 5:30-6 p.m.

Jack Benny, Gen. Foods (Jell-O), NBC-Red, 7-7:30 p.m.

Metropolitan Opera Auditions, Sherwin-Williams, NBC-Blue, 5-5:30 p.m.

Phil Baker and Oscar Bradley orchestra, Gulf Oil, CBS, 7:30-8 p.m.

Joe Penner and Jimmy Grier orchestra, Cocomalt, CBS, 6:30-7 p.m.

MONDAY, OCT. 4

Dr. Allan Roy Datoe, Lehn & Fink (Lysol), CBS, 4:45-5 p.m.

Baume Bengue newscast, Thomas Leeming & Co., WABC, 7:55-8 a.m.

"We, the People," with Mark Warnow orchestra and Gabriel Heatter, General Foods (Sanka coffee), CBS, 7:30-8 p.m.

Commentator, Gen. Foods (Minute Tapioca), 12-12:15 p.m., Mon., Wed., Fri.

Tony Wons, Vick's, CBS, 10:30-10:45 a.m.

"Follow the Moon", returns for Pebecco, Mon. through Fri., 5-5:15 p.m.

"Life of Mary Sothern", Lehn & Fink (Hinds), 5:15-5:30 p.m.

Carson Robison Buckaroos, Musterole, NBC-Blue, Mon., Wed., Fri., 4-4:15 p.m. Also Mutual and WLW Line.

TUESDAY, OCT. 5

Lever Bros. program, CBS, 8-8:30 p.m.

WEDNESDAY, OCT. 6

"Hobby Lobby", Hudson Motors, CBS, 7:15-7:45 p.m.

MONDAY, OCT. 11 or OCT. 18

F. & F. Laboratories (cough drops) program, CBS, 3:30-3:45 p.m.

TUESDAY, OCT. 12

Emily Post, Florida Citrus, CBS, Tue. and Thur., 10:15-10:30 p.m.

THURSDAY, OCT. 14

"March of Time," Time Inc. (Time and Life magazines), transfers from CBS to NBC-Blue, 9-9:30 p.m.

SUNDAY, OCT. 17

Modern Food Process program, NBC-Blue, 4:45-5 p.m.

MONDAY, OCT. 18

Warden Lewis E. Lawes, Wm. R. Warner Co., NBC-Blue, 10-10:30 p.m.

SUNDAY, OCT. 24

Radio Newsreel, Cummer Products, NBC-Red, 3-3:30 p.m.

FRIDAY, NOV. 5

Dr. Karl Reiland, talks, Pepperell Mfg. Co., NBC-Blue, 7:15-7:30 p.m.

WEDNESDAY, NOV. 17

Fred Allen, returns for Bristol-Myers, NBC-Red, 9-10 p.m. (date tentative).

COLUMBUS

David Penn, WCOL newscaster, with four 15-minute stints a day, has had his contract renewed for a year by Dunn-Taft Co.

WHKC reports the signing of spot campaigns by Pat Crowe Furniture Co., Sears-Roebuck and Moores & Ross Milk Co.

Askin's Clothing Co. will sponsor a local gossip and Hollywood chatter program over WCOL, with 10-minute spots daily.

NEW ORLEANS

Frank Arena, veteran radio singer, is seriously ill in the hospital.

Audrey Charles will celebrate her third singing year with one sponsor shortly. It's a headache powder company.

Amanda H. Barnes, who directs the Home Folks program, has about 400 to go before reaching her two thousandth program.

WBNO will begin construction of its new tower, transmitter and trans-

mitter house on South Broad Street here within the next fortnight.

Mrs. Clark Salmon, who has been vacationing during the summer, will take the air again over WSMB with her woman's fashions programs Oct. 1, billed as Mary Ware. Sponsor: Maison Blanche store.

Henry Dupre's street broadcasts for Gulf Spray over WWL will go off the air Sept. 24.

Since his singing sidekick, Frank Arena, is in the hospital, Bob Cain is carrying on their radio program alone.

BOSTON

H. P. Hoods & Son Inc. (milk and dairy products) have taken over sponsorship of the Herald-Traveler news broadcast on WEEI at 6 p.m. daily, effective Sept. 27. Spot has been used by the New Haven Railroad, whose future radio plans are now in the making. Dowd & Ostreicher Advertising Agency handles both these accounts.

Evelyn Towle of Lew Whitcomb's WEEI publicity dept., taking the second week of her vacation.

★ Program Reviews ★

JOHN B. KENNEDY
Kendall Refining Co.

WJZ, Tuesday, 7:45-8 p.m., and
Saturday, 6:45 p.m.
BBD&O, Inc.

COMMENTATOR DOES HIS USUAL STUFF IN GOING OVER THE HEADLINES.

Entitled "Between the Headlines", John B. Kennedy offers a series of logical comments on world events and items of lesser importance, interspersed on occasion with an anecdote or two, all delivered with less of the rush expected of Kennedy who was in particularly fine form. Sino-Japanese situation, Spanish war, Department of Commerce report on increased national income, its better distribution, gold status as it affects the U. S. and even a little sports news was included. Talk on gold brought on John T. Flynn for a short interview.

Kendall "2000-Mile Oil" and lubricants were sold strongly and unabashed at the opening of the program and of course at the close. Spot on NBC key station Tuesdays is an off night for Boake Carter, so there is no conflict on this score and should attract men who may want a commentator at the hour in question.

"Blue Velvet Music"

Del Casino, guesting opposite Hol-lace Shaw on Mark Warnow's "Blue Velvet Music" over CBS at 8-8:30 p.m. Tuesday, put plenty of feeling into a rendition of "That Old Feeling." Casino has shown steady improvement in romantic tenor-ing and can

now match performance with the best of them. Miss Shaw featured "My Curly Headed Baby" in a delightful arrangement. Program in toto, from its beginning, has been one of the more delectable musical half-hours, with both vocalists and Warnow's orchestral handling having maintained a consistently high batting average.

Packard Program

There was comedy in abundance on Tuesday night's "Hollywood Mardi Gras," the Packard Motor show, piloted by Lanny Ross over NBC-Red at 9:30-10:30. Groucho and Chico Marx gave a taste of what they can do. The Marx boys ought to be heard more regularly on the air. They have mike talents that could be worked up into the top class. Charles Butterworth, regular comedian on the show, also supplied his usual good share of humor. For the vocalizing, Ross and Florence George excelled, while Raymond Paige's orchestra and the choral group put an attractive musical cloak around the whole works, with announcements by Don Wilson.

Joan Brooks

Backed by an instrumental group, conducted by Eddie Rogers, and the Singing Strings, Joan Brooks started a new sustaining series over WJZ-NBC-Blue at 7:15-7:30 p.m. Tuesday. It's a nice little program, enjoyable in a quiet sort of way, easy to listen to around the dinner hour. Miss Brooks, with a pleasant voice, did well with "Where or When," "Good for Nothing Joe," "Sylvia" and "My Cabin of Dreams." The orchestral work contributed substantially to the entertainment.

... Radio's own daily newspaper modestly presents a series of 200 unsolicited testimonials as to what Radioland thinks of RADIO DAILY.

ANDRE KOSTELANETZ

New York City

"... I have received and read with pleasure the several copies of RADIO DAILY which you have sent me. I think it is an excellent publication and am enclosing herewith my check in the amount of \$5.00 for one year's subscription."

Andre Kostelanetz.

ALL-CANADA RADIO FACILITIES, LTD.

Toronto, Canada

"... You have a very keen paper."

J. Slatter,

Manager Ontario Division.

★ Programs That Have Made History ★

KCKN's "Falconer Noon Hour Clock"

ON Aug. 20, KCKN, Kansas City, Kas., presented the 900th broadcast of the "Falconer Noon Hour Clock"—a full-hour noonday program of popular music, with time signals every five minutes. This program first took the air in November, 1934, and is now regarded as Kansas City's most popular noontime program.

Evan Fry, who produces and announces the feature, sharpened his pencil following the Friday program, and estimated that in those 900 broadcasts he has given over ten thousand five-minute time signals, and announced nearly 14,000 musical selections.

Allowing a reasonable deduction for time consumed in the brief commercial messages, Fry estimates the music has gone round and round about 3,160,000 times on the tran-

scription turntables. The 900 full hour programs would be equivalent to 37½ days of continuous broadcasting.

C. E. Falconer of the Falconer Furniture Co., which sponsors the show, is following the same policy with his radio program that he does in his regular business—finding a good spot and sticking to it. He has been 48 years in business in the same location.

DON KERR

Master of Ceremonies

WMCA

Fox-Fabian Amateur Hour

General Mills Sports Parade

Fox-Fabian Professional Parade

LILLIAN GORDONI

Chicago, Illinois

"... Your policy is so fair and your reporters so alert that you should go very far with your splendid publication... I read your publication from cover to cover before I read my mail in the morning."

Lillian Gordoni.

... RADIO DAILY is seven months old. It is growing fast. It already has the confidence of a great progressive industry. Watch RADIO DAILY.

KANSAS CITY

Paul Sells, KMBC staff artist, is recovering after an appendix removal. Andy Anderson is subbing for him with Texas Rangers.

Frank Barhydt, WHB continuity and publicity man, is collaborating on a book.

Rudy Vallee will play the Municipal Auditorium, Oct. 1, on a program for the American Bar Ass'n meet. Harry J. Kaufmann, WDAF program director, will direct a concert orchestra for the affair.

Jerry Burns is at the mike for KXBY's wire reports of National League games now that American Ass'n race is over.

M. F. Allison, KMBC publicity chief, is chairman of the radio committee for the National Safety Program meeting here Oct. 11-15.

Bob Riley and Les Ryan have added a 10-minute weekly period for youngsters in KMBC's daily Farm Program.

Eddy Duchin, Isham Jones, Buddy Rogers, Benny Goodman, Rubinoff, Edgar Bergen, Frances Langford, Gertrude Niesen, Guy Robertson, Bernice Claire and Jack Haley are booked for the nine-day Jubilesta starting Friday.

Peggy Brooks has been engaged by Ellis Atteberry, g.m. of KCKN, as a member of the continuity staff.

ST. LOUIS

Pappy Cheshire and entire cast of KMOX "Barnyard Follies" will appear at the Auditorium Sept. 30 to entertain the druggists' convention.

Larry Sunbrock, president of National Radio Artists Ass'n, has leased the Auditorium convention hall seating over 10,000 for a series of shows starting Sunday presenting Rubinoff, Jackie Heller, Fibber McGee and Molly, Edgar Bergen, Bob Burns, Benny Goodman and others. The campaign on Rubinoff is unique in that all local stations are plugging the show.

John Bohn of KMOX sales department will conduct a class in radio advertising at the YMCA.

Jane Porter and her KMOX Magic Kitchen are on a trailer tour of retail grocery stores in this area.

Star Radio Sales Brochure

Star Radio Programs has released a new "Good Morning Neighbor" sales brochure containing "Sponsor Grams," promotion handbills, form letters for station use, press releases, merchandising ideas, an audition script and a reprint of an article on women's programs by Gay Lee, author of "Good Morning Neighbor." Several stations have already started the "Good Morning Neighbor Club" in connection with the program.

Dorseys on Same Bill

Tommy and Jimmy Dorsey, brothers who have been going their separate ways as ork leaders, appeared jointly in person last night on Martin Block's "Make-Believe Ballroom" over WNEU at 6 p.m.



Coast-to-Coast



COMplete cast for Irna Phillips' new serial, "Road of Life," which started at 11:15 a.m. Monday on NBC-Blue, includes Matthew Crowley, Peggy Allenby, Marilyn Erskine, Jack Roseleigh, John Anthony, Dale Berch, Milo Boulton, Effie Palmer, Joseph Latham, Andy Donnelly, Lawson Zerbe, Olive Parker, Julia Brent and Jeannette Dowling.

WSGN, Birmingham: Henry P. Johnston, director, had a nice vacation at Hot Springs and other points . . . Wilson & Shewes Oil Co. will sponsor auto races from Alabama State Fair, Sept. 27 . . . Bob McRaney, program director, arranged for airing of the Benefit Boxing and Wrestling Matches from Municipal Auditorium tonight, with Bob and Jerry Bryan describing . . . George Bacon is presenting a series of Friday violin programs.

David Zimmerman leaves WSPD, Toledo, in two weeks to take an announcing position with CBS in Chicago.

KIDO, Boise, sold five remote broadcasts a day for five days of the Western Idaho State Fair, and 32 broadcasts were ad-libbed by the KIDO staff. Station plans to install a crystal studio on the fairgrounds next year.

Ed Fitzgerald now has two Saturday stints to do for WOR-Mutual, at 9 a.m. and 10:30 a.m.

Frank Barden, now singing at the Pan American Expo, Dallas, will appear as guest star of the Pepper Upper program next Sunday over the Dr. Pepper-Dixie network.

Iowa Network: Gene Shumate, sportscaster, is on his annual tour of the football training camps . . . Gwen McCleary, women's director, has started a new series five weekly over KSO . . . During 10 days of the Iowa State Fair, the Iowa Network carried 525 hours of programs, originating over 200 from fairgrounds and 65 other outside remote shows.

Arthur Boran, while filling a theater engagement in Baltimore, has been doing some airing over WBAL.

Garnett Marks and Don Kerr, are the featured announcers on the new "Stop! Look! Listen!" program sponsored by Look Magazine and presented seven times weekly on WMCA.

Wilbur Morrison, formerly of WMNF, Plattsburg, is now announcing at WOKO, Albany.

WORC, Worcester, has subscribed to Star Radio's "Good Morning Neighbor," while WORL, Boston, is

arranging to feature both this program and "Bulletin Board."

Lee Hillery, Owen Coll, Philip White and Violet Turner will appear with Margaret Wycherly in the Federal Theater radio division's "Ghosts" over WQXR at 9 p.m. Monday.

Dick Beauchamp, engineer, and Marie Mitchell, both of KSL, Salt Lake City, are on vacation.

Jack Rice of International Radio Club visited James Milne, manager of WELI, New Haven, this week in connection with the club's beauty contest.

WICC, Bridgeport: Irving Friedberg, substitute announcer this summer, has become a regular staff man . . . Mary and Florence O'Brien and Marguerite Patridge comprises New Haven's Patridge Trio.

Walter Leskiewicz, director of "Polish Varieties" over WJBK, Detroit, is back from a four-month vacation in Europe.

Henny Youngman, who returns to the air over CBS with the Kate Smith show on Sept. 30, is opening at a new night club and booked for a Broadway theater engagement.

Charles Kullman, when he sang opposite Jessica Dragonette in "The Waltz Dream" over CBS last night, had Oscar Straus, composer of the operetta, as his studio guest. Both returned recently from the coast.

WHBF, Rock Island, Ill.: Clair Heyer, national sales manager, has left for New York and other points east . . . Woody Magnuson, announcer, had to postpone his departure on vacation this week due to a tooth trouble . . . Recent production staff additions include Ted Randall, formerly of WDW, Tuscola, and Ted Arnold, a Cornell grad . . . Ivan Streed, production manager, handled the airing of ceremonies at the recent dedication of the Moline airport.

Arthur Mosby, manager of KGVO, Missoula, Mont., has received a renewal from Coca Cola for the Vox Pop program far in advance of the expiration of the initial contract. Station also has the CBS network show.

Claude Kirchner has left WTMJ, Milwaukee, to join NBC in Chicago.

"Runs-Hits-Errors," an 8 o'clock resume of baseball games over WATL, Atlanta, is given by Manager Maurice C. Coleman. Listeners write in that his ad-libbing is so interesting and informative that he must have been either a player or a coach. The truth of the matter is that Coleman never saw a ball game before he started helping out the regular an-

OMAHA

Gwen Waffenseller, long a member of the KOIL Players, has gone to Hollywood.

"The Memory Box of Runjit Singh," a series of 52 15-minute scripts, has been sold to the New Zealand radio commission at Wellington by Elene and Sydney Northcott, local writers. 3UZ at Melbourne, Australia, also recently bought the series.

Eda V. McCready has started a series called "Tea Time with Mickey" over KOIL at 3:15 p.m. Wednesdays.

Gale Blocki Jr., with John Blair & Co., WOW representatives, was here for a short business visit.

Luella Cannam, in WOW's sales and program department, is back from Hollywood.

General Manager John Henry of Central States Broadcasting Co. has purchased KOIL's old transmitter house in Council Bluffs and will remodel it into a residence.

New WOW talent includes Betty Jane Perry, featured singer with the Syncopaters on Sunday afternoons; Johnny Redd, 13-year-old Negro pianist heard Friday afternoons at 5, and Don Davis, doing a weekly 15-minute piano program.

nouncer with the broadcasts of the Southern Association games.

WSOC, Charlotte: General Manager E. J. Gluck out for two weeks on his annual Navy training cruise — he's Naval Reserve divisional head . . . R. S. Morris, sec.-treas., in New York on the AFM jam . . . Bill Irwin back from N. Y. with a couple of contracts in his pocket . . . Dick Faulkner and the missus visited WIS and WCSC on a week-end to Folly Beach and Charleston . . . Boe Norris back from vacation 10 pounds heavier . . . Joe McLeskey, after his last Wheaties broadcast, left for Davidson College, where he'll be a freshman . . . Dedication of the new Salvation Army headquarters tomorrow will be aired in full.

WRBL, Columbus, Ga., which is the second oldest and largest industrial center in the South, recently broadcast a one-hour "Cotton Mills Program" that proved to be of outstanding interest. This public-spirited co-operative broadcast by nine mill executives created much good-will among mill employees, in addition to acquainting all the people of Columbus with the value of the mills to the welfare of the City. Manager James W. Woodruff Jr., in creating the program, carried out WRBL's policy of Community Service.

Earnest Ford, an announcer on WOPI, Bristol, is a baritone of quite some prominence. Recently he won the Eastern United States vocal contest for High School students.

Chevrolet Adds 4

Chevrolet has added four more stations (KDAL, KGLO, WAIM and WEOA) to its CBS network show which begins Sept. 26, 6:30-7 p.m. Campbell-Ewald, Detroit, has the account.



RADIO DAILY

Serving the Better Interests of Commercial Radio and Television



VOL. 2, NO. 55

NEW YORK, N. Y., FRIDAY, SEPTEMBER 17, 1937

FIVE CENTS

Standard AFM Provisions Set

KSTP CALLS CONFERENCE ON EDUCATION PROGRAMS

St. Paul—With the programs broadcast by civic, social and educational organizations on donated time ordinarily the weakest on the schedule from a production standpoint, KSTP is calling the first Educational Broadcasting conference in the history of the northwest in an attempt to improve this phase of its broadcast schedule.

Ordinarily weak as programs because of unfamiliarity of the groups with radio technique, these programs will be discussed and representatives of the various organizations using radio time for educational purposes will be given a complete course in

(Continued on Page 2)

WMBD Will Celebrate Boost to 5,000 Watts

Peoria, Ill.—A big celebration is set for tomorrow, when WMBD celebrates its boost in power from 1,000 to 5,000 watts. Homer Rodeheaver and the Maple City Four will be among visiting talent. Edgar L. Bill is manager of the station.

Rate Card on Spots Hiked 30% by Don Lee

West Coast Bureau, RADIO DAILY
Los Angeles—All 24 stations of the Don Lee net hop the rate card on spot announcements by 30 per cent on Sept. 26, the date on which the new stations become a part of Don Lee-Mutual.

Woodbury Signs Sosnick

West Coast Bureau, RADIO DAILY
Los Angeles—Harry Sosnick orchestra has been signed for Woodbury's Tyrone Power show, starting Oct. 3 on NBC-Blue.

Another Connery

Washington Bur., RADIO DAILY

Washington—Lawrence J. Connery, brother of the late William P. Connery, father of the House resolution asking a thorough probe of the radio industry, has been nominated at Lynn, Mass., to fill the Congressional seat left vacant by his brother's death. He is regarded as sure to win and to carry on the radio fight.

Eddie Cantor Week

West Coast Bur., RADIO DAILY

Los Angeles—Week of Oct. 24-30 will be "Eddie Cantor 25th Anniversary Week," with a testimonial dinner honoring Cantor to be held Oct. 28 and aired coast-to-coast. Executive committee for the event includes Joseph M. Schenck, chairman; James A. Farley, Will H. Hays, Paul Muni, Louis B. Mayer and Governor Merriam.

COASTER BRAKE SERIES SET OVER 15 STATIONS

New Departure coaster brake, through Lord & Thomas, starts a nationwide station break announcement campaign on Sept. 27 over 15 stations. Plugs will be aired three times weekly for 13 weeks. List includes WJAX, KSTP, KFVB, KPRC, WFAA, WOAI, WHK, WSB, KSD, KALE, WFIL, KSL and stations still to be selected in Kansas City, Seattle and Spokane.

Alka-Seltzer Renews Two Programs on NBC

Chicago—Miles Laboratories (Alka-Seltzer) has renewed "Uncle Ezra" and "National Barn Dance", both on NBC, for 52 weeks. Wade Agency handles the account.

Ameche to Recess

West Coast Bureau, RADIO DAILY

Los Angeles—Don Ameche, emcee of the Chase & Sanborn Hour on NBC-Red, is vacationing for two weeks, and Herbert Marshall, film star, will sub for him the next two Sundays.

Trade Agreement Language Will Be In All AFM-Radio Contracts—New Deadline is Oct. 15

NINE STATIONS SELECTED IN VAPEX SPOT SCHEDULE

Spot schedule to be used by E. Fougere (Vapex) starting the last week in October will be aired over nine stations (WENR, WMAQ, KFI, KGO, KFRC, WTAM, WJR, WHKC and WOR) from coast to coast. KFRC will use five-minute spot announcements and WOR a quarter-hour show, all others will be one-minute spots. Series to run through the winter. Small & Siefer Inc. has the account.

KOOS Is Dedicating New 240-Ft. Radiator

Marshfield, Ore.—KOOS of Marshfield and North Bend will formally dedicate its new 240-ft. vertical radiator Sunday with a series of special programs presented by neighboring communities throughout southwestern Oregon. KOOS is 175 miles from the nearest large city, Portland, and is not served by network stations during daylight hours. The

(Continued on Page 2)

Holtshouser Joins WAPI

Birmingham—H. H. Holtshouser, formerly CBS auditor at WBT, Charlotte, has joined WAPI here as business manager. Thad Holt, WAPI president, plans extensive reorganization and modernization of facilities.

Special Advisory Committee of the Independent Radio Network Affiliates and the Executive Committee of the American Federation of Musicians reached an agreement "in substance" late yesterday afternoon on the "standard provisions of a trade agreement" which will be part of all contracts consummated between AFM and radio stations. The standard provisions have been reduced to memo form and will be placed in definite language by Samuel R. Rosenbaum (WFIL) not later than Tuesday for a once over by Pres. Jos. N. Weber of the AFM and his Exec. Committee. AFM agreed to extend deadline to

(Continued on Page 5)

MUSIC TRADE HEARING SET BY FTC FOR OCT. 4

Washington Bureau, RADIO DAILY

Washington—Federal Trade Commission has set Oct. 4, as the date for a trade practice conference for the popular music publishing industry to be held in the Commission's main hearing room beginning at 10 a.m.

WSGN Statewide Hookup On Football Broadcasts

Birmingham—WSGN is completing a novel state-wide hookup for complete coverage of Alabama football games this fall. Plans call for direct coverage of outstanding games by

(Continued on Page 5)

CBS Six-Month Earnings Show 25 Per Cent Increase

Chevrolet CBS Program Is Using 100 Stations

Chevrolet Motor Co. program, set to begin Sept. 26, will be heard over a CBS network of 100 stations. Talent will include Seymour Simon's

(Continued on Page 2)

CBS net profit for the 26 weeks ending July 3 was \$2,523,813.48, an increase of nearly 25 per cent over the \$2,086,850.24 reported in the first half of last year, it was announced yesterday by President William S. Paley. Earnings amount to \$1.48 a

(Continued on Page 2)

Mammoth Choir

Rochester, N. Y.—What is believed to be the largest singing group of its kind in the U. S., the Rochester Community Choir of 600 voices, is being sponsored in a 15-minute Sunday series over WHAM by the First Federal Savings & Loan Ass'n. All are trained singers. Ed Wolff & Associates is the agency.



Vol. 2 No. 55 Fri., Sept. 17, 1937 Price 5 Cts.

JOHN W. ALICOATE : : : Publisher

DON CARLE GILLETTE : : : Editor

MARVIN KIRSCH : : : Business Manager

Published daily except Saturdays, Sundays and Holidays at 1501 Broadway, New York, N. Y., by Radio Daily Corp. J. W. Alicote, President and Publisher; Donald M. Merseu, Treasurer and General Manager; Chester B. Bahn, Vice-President; Charles A. Alicote, Secretary; M. H. Shapiro, Associate Editor. Terms (Post free) United States outside of Greater New York, one year, \$5; foreign, year, \$10. Subscriber should remit with order. Address all communications to RADIO DAILY, 1501 Broadway, New York, N. Y. Phone Wisconsin 7-6336, 7-6337, 7-6338. Cable address: Filmday, New York. Hollywood, Calif.—Ralph Wilk, 6425 Hollywood Blvd. Phone Granite 6607.

Entered as second class matter April 5, 1937, at the postoffice at New York, N. Y., under the act of March 3, 1879.

FINANCIAL

(Thursday, Sept. 16)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Am. Tel. & Tel.	165	162 3/4	165	+ 2
CBS A	25 1/2	25 1/2	25 1/2	
CBS B	25 1/4	25	25 1/4	+ 1 1/4
Crosley Radio	15	14 1/2	15	+ 3/4
Gen. Electric	49	47 5/8	49	+ 1 3/8
North American	23 1/4	22 3/4	23 1/4	+ 3/8
RCA Common	10 1/8	9 3/4	10 1/8	+ 3/8
RCA First Pfd.	68 1/2	68	68 1/2	
Stewart Warner	15 1/4	15	15 1/4	+ 1/4
Zenith Radio	37 5/8	36	37 5/8	+ 1 5/8

NEW YORK CURB EXCHANGE

Hazeltine Corp.	14 1/2	14 1/2	14 1/2	+ 1/4
Majestic	23 3/8	23 3/8	23 3/8	+ 1/8
Nat. Union Radio	13 3/8	13 3/8	13 3/8	- 1/8

OVER THE COUNTER

	Bid	Asked
Stromberg Carlson	11 1/4	12 3/4

Toscanini NBC Series Start Christmas Night

The NBC-Arturo Toscanini symphony orchestra concerts will begin Christmas night, 9-10:30 p.m., over the Red network. Maestro is expected to arrive in this country about Dec. 15 to prepare the radio concerts. Programs will be heard each Saturday at the same time. Toscanini agreed to conduct these ten NBC concerts last spring. He is receiving \$40,000 net for the broadcasts.

Bowey's Shifting Show

Bowey's on Nov. 1 will change its script show to Mondays through Wednesdays, 5:15-5:30 p.m., with repeat at 6:15 p.m. Same network of 16 NBC-Red stations will be used. On the same date "Terry and the Pirates" will be the new show. Stack-Goble has the account.

MARTIN BLOCK'S "Make-Believe Ballroom"

A WNEW FEATURE
1250 Kc.

10 TO 11 A. M. 6 TO 7:30 P. M.

Love Bug Has Field Day

Virginia, Minn.—Three sturdy male members of the Head of Lakes Broadcasting Co., which operates the Arrowhead network with stations in Duluth, Virginia and Hibbing, fell victims to the love bug in a single day the past week. Wayne Byers, announcer at WHLB here; Kenneth Fagerlin, program director, WMFG, Hibbing, and Mirven "Dixie" Greeley, operator, WEBC, Duluth, are the willing casualties.

KSTP Calls Conference On Educational Programs

(Continued from Page 1)

program planning, production and technique, with several nationally-known educators and broadcasters represented at the meetings. The conference will be under the direction of Thomas Dunning Rishworth, the station's educational director, and has been called for Oct. 16, the day following the three-day session of the Minnesota Congress of Parents and Teachers.

In addition to round table discussions led by trained broadcasters, representatives of broadcast committees of the various groups who have been invited to attend will be given actual production demonstrations.

Monthly Talent Award On New Sealtest Series

Sealtest Inc., sponsors of "Sunday Night Party," plans a \$500 a month contest in conjunction with the new series starting Oct. 17. New policy will include a weekly guest artist who is a concert singer, but unknown to majority of people. On every fifth airing a winner will be selected from the four artists heard on the previous airings, and the award will be given that soloist.

Series will feature Alexander Smallens and an orchestra selected from members of N. Y. Philharmonic, also a 70-voice chorus. Programs will be entitled "Sealtest Rising Star." McKee, Albright & Ivey will be the agency on the new series, replacing J. Walter Thompson.

Mrs. Holt Accepts Union Post

Mrs. Emily Holt, recently elected executive secretary of the American Federation of Radio Artists, but who was undecided about taking the job, has accepted.

AFRA at a meeting yesterday passed a resolution pledging support to the Screen Actors' Guild which adopts a closed shop beginning Monday. Understood that similar action is being taken by Equity, American Federation of Actors' and Jewish Actors' Guild.

Mary Jane Walsh for Barbasol

Chicago—Mary Jane Walsh, songstress, has been signed to headline Mutual's Barbasol show, opening Oct. 29. She also goes into the Harris-Cohan musical, Oct. 26.

Montgomery-Ward Disks

Montgomery-Ward is readying a transcription series for fall placement. Lord & Thomas, Chicago, is handling.

Chevrolet CBS Program Is Using 100 Stations

(Continued from Page 1)

orchestra. Barry McKinley, Sally Nelson and Basil Ruysdale as emcee. Program, titled "Romantic Rhythms," will be heard at 6:30-7 p.m. and replaces the Rubinoff series. Campbell-Ewald is the agency.

KOOS Is Dedicating New 240-Ft. Radiator

(Continued from Page 1)

station has been managed for the past five years by Walter L. Read, formerly with stations in Portland and Seattle.

CBS Six-Month Profit Shows 25 Per Cent Rise

(Continued from Page 1)

share, against \$1.22 in the first six months of 1936.

Gross income for the 1937 first-half period was \$17,640,184.35, against \$13,163,457.22 in the corresponding period last year.

World Series Confab

Chicago—Judge K. M. Landis, baseball czar, is having a session here tomorrow with leading league representatives to discuss airing of the World Series. No options are in effect on the games, so all networks and agencies are permitted to peddle, but price stands at flat \$100,000. NBC reported offering an unrevealed figure for exclusive sustaining rights.

KDYL Announcers Perk Up

Salt Lake City—Within a week after launching of the KDYL "Announcers' Court", wherein announcers are brought to "trial" for any boners they make, the mikemen's delivery has improved about 75 per cent, according to program director R. T. Harris. Dictionaries and Thesauruses are all over the place.

NBC Chicago Press Changes

Chicago—Lee Graham, assistant city editor Chicago Daily Times, has joined NBC press department, filling vacancy caused when Al Williamson retired and Bill Ray, Dan Thompson and Gilbert McClelland moved up.

AL DONAHUE

Now Appearing
ROOSEVELT HOTEL,
New Orleans
Opens at the Rainbow Room Oct. 6th
For Fall and Winter Season
Fourth Return Engagement

COMING and GOING

CY STEINHAUSER, radio editor of the Pittsburgh Press, arrived in New York yesterday for a 10-day visit.

MIKE NIDORF is back at his Rockwell-O'-Keefe desk after a sick leave.

THE MAPLE CITY FOUR, harmony unit of the "Alka-Seltzer Barn Dance," is journeying to Hollywood on Oct. 1 for their second Republic film.

A. L. ALEXANDER arrived in Chicago yesterday for negotiations on new show.

JOAN BLAINE will go to Chicago this week-end from New York for a conference with Lord & Thomas on a new show.

EARLE FERRIS arrives in Chicago Sept. 20 to consult with Edgar Guest and Household Finance "It Can Be Done" crew.

GUSTAV KLEMM, WBAL program director, and MRS. KLEMM have returned from their Green Mountain vacation.

BOB KERR returns to New York on Sept. 20 from a 10-day trip setting dates for Mail Hallet in the South.

W. A. STEIN, vice-president of Music Corp. of America, is in Kansas City for the Jubilesta, along with LEW WASSERMAN, publicity chief, and GEORGE BLACK, head of London office, who is producing musical entertainment at the Jubilesta.

VIRGINIA BLACKLEY, secretary to Wayne Randall, NBC publicity director, leaves town today on vacation cruise aboard the Nerissa.

PARKS JOHNSON of "Vox Pop" flies to Houston and San Antonio Tuesday for a visit.

ROBERT TAPLINGER returned to New York yesterday from his Hollywood office, where Jerry Farrar has taken over management of the west coast office, sharing duties with Pauline Swanson.

JOE KEELEY, N. W. Ayer publicity department, returned from a three-week business trip through the South and West yesterday.

KATHRYN CRAVENS will make a special trip to Philadelphia on Tuesday to cover the Flower Show in that city. Returns the following day in time for her regular CBS airing.



JESSICA DRAGONETTE Palmolive

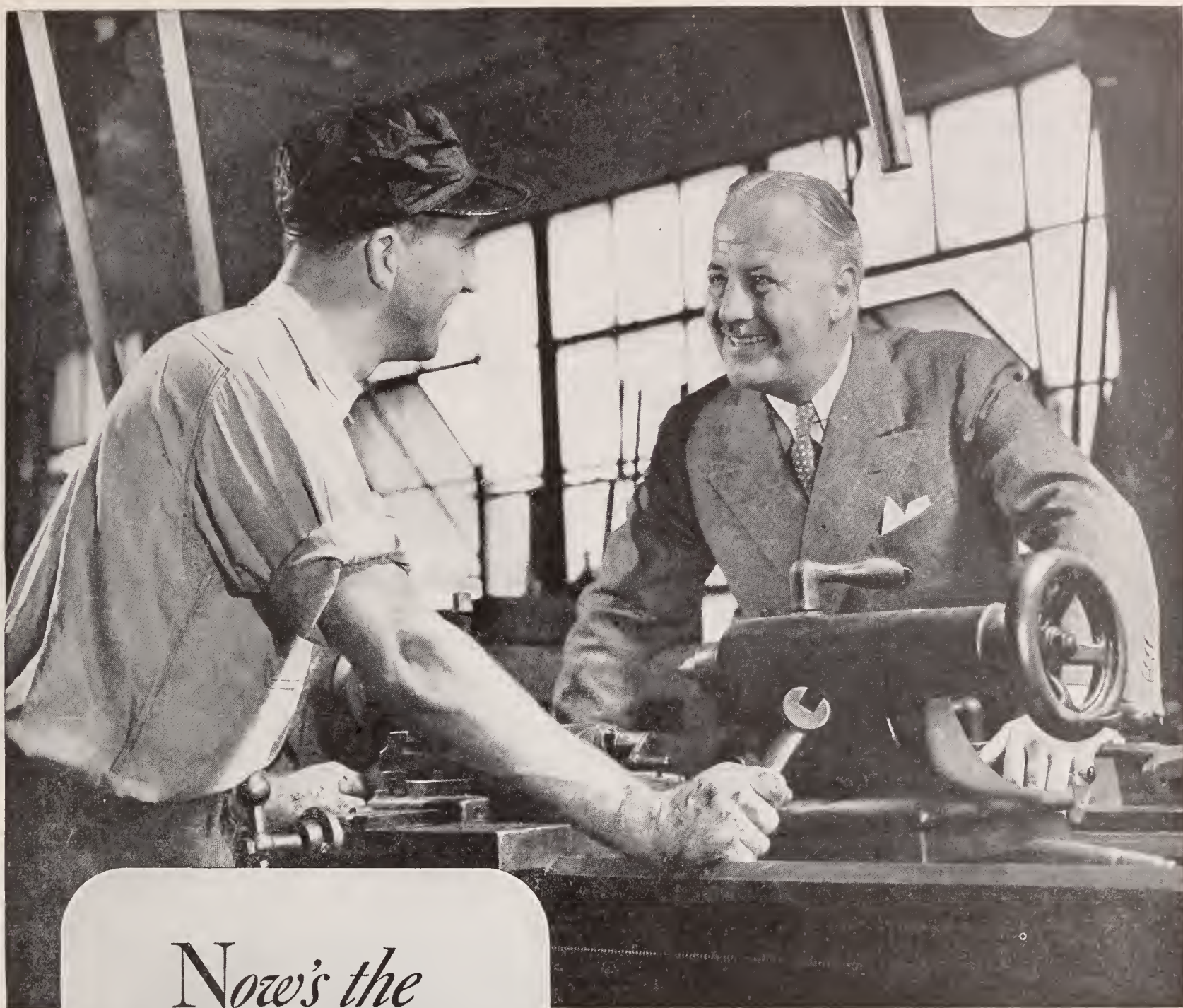
BEAUTY BOX THEATRE
of the air

Every Wednesday Night, Nine-Thirty
E.D.S.T.

W A B C — COLUMBIA NETWORK

—WEDNESDAY—SEPT. 22nd—

"DEAREST ENEMY"



*Now's the
Time to Talk
it Over!*

*Tell the millions—in
their own homes—your
aims and ideals*

NEVER before has so great an opportunity arisen for closer cooperation between management and worker, between industry and the public.

For *inside* the plant, man-to-man discussions and frank explanations have succeeded the curt command. And *outside* the plant, Public Opinion—the ultimate force in a democracy—is keenly alert. Alert... Concerned... Listening. Eager for the facts which will mould its

judgment on the changing patterns in our industrial life.

The most direct and intimate way of presenting your industry's aims to the public and to your own workers is through Radio—the *one medium* which is invited into 24,500,000 American homes. The surprising records of NBC Network Programs on such missions are available to business through NBC representatives—*everywhere*.

RCA presents the "Magic Key of RCA" every Sunday, 2 to 3 P. M., E. D. S. T., on the NBC Blue Network

NATIONAL BROADCASTING COMPANY

A Radio Corporation of America Service

ORCHESTRAS MUSIC

CHARLIE GAYLORD is taking over the Empire Room at Palmer House, Chicago, until Wayne King goes in Sept. 25.

Bill McCune, heard around New York for the past six years and aired over WOR-Mutual, starts his road tour next month.

The Rainbow Revels, new musical unit, being featured at the Rainbow Inn, will soon be heard via WOR and WNEW. The group was organized in Chicago.

Stepladder and his Saddle Tramps, cowboy swing group, are back on the air over KFOX, Long Beach, Cal. For the past month the boys have been away on location for western pictures.

"Miss Chicago of 1937" has been signed as vocalist with Husk O'Hare's ork, touring the middle west.

Emery Deutsch has been appointed to the entertainment committee for the American Legion convention here next week. His next broadcast will be dedicated to Legionnaires all over the world.

Eddy Duchin and his orchestra will air sustainers from the Plaza Hotel over WOR several times weekly, it was made known yesterday. Reports have been current that Duchin would not air any sustainers because of commercial commitments. Plaza contract with WOR Artists Bureau calls for the weekly broadcasts.

Eddie Wise, manager of WEBQ's Artists' Service Bureau, has set Wild Bill Wesbrooks and his Original Arizona Trail Riders for the Harrisburg (Ill.) Country Club, opening the fall season for an indefinite stay. The Trail Riders have also been signed to a new commercial on WEBQ for Barham-Green, Ford dealer, to work a remote program direct from show rooms.

Merle Pitt is directing the orchestra which will make periodical appearances on Martin Block's "Make-Believe Ballroom" over WNEW at 6-7:30 nightly. The program ordinarily is a recorded affair, and the new group under Pitt will play music that has not yet been recorded. Block also brings in an occasional "name" guest, the latest being Jimmy Dorsey last Wednesday.

Johnny Hamp and his combine booked by CRA for three weeks to play at Fontaine Ferry Park, Louisville, Ky., starting Oct. 8.

Shep Fields and his orchestra are next to make a personal appearance on Martin Block's "Make-Believe Ballroom" over WNEW. They are dated for Sept. 30.



● ● ● During the four-week absence of Burns and Allen, starting with Oct. 4, their show will be in the hands of Bob Burns, Phil Baker, Al Jolson and Eddie Cantor (in the order named)... Wonder what legitimate guestars are going to do this season?... Joe Penner, who will have the same time as last year, guestars on the Jolson show this month... Tim and Irene repeat on the summer Jell-O show welcoming back the Bennys.... Pete Barnum tendered his resignation to Young & Rubicam... Orrin Tucker succeeds Roger Pryor into the Edgewater Beach in Chi, Oct. 16... Talk of Gertrude Berg's "Goldbergs" taking more time on CBS too... Eddie Peabody will be Rudy Vallee's first coast guest Oct. 7... Snatched from the chorus of the Russ Morgan show two weeks ago, Genevieve Rowe gets the femme starring role on the NBC Consolidated Edison show Monday nite... Joe Cook will be the last Gulf guestar... Frank Moss, who wrote the Eddie Cantor show, has been set to write the Cal Tinney Campana series. Sponsor will hold studio audience previews of its NBC shows, diskings the performances and making corrections as deemed necessary before the actual airing.

● ● ● Announcer Reginald Allen, who does the UP news shows for WBT, Charlotte, N. C., nearly made the headlines himself the other day when he took up flying instructions and the plane went into a dive at very low altitude... The student and instructor were cool and managed to come out oke-doke... Myron Fox of KDYL's (Salt Lake City) sales staff, claims to have established a record—of a kind. He challenges all comers with the all-time run-around of 5 nays and 6 yeas in one day from a certain account. Fox points with pride that there was one more "yea" than "nay" thus making the 11th one a clickeroo... Fran Striker, chief scripter for WXYZ and the Michigan network, turns out five half-hour shows weekly totaling 3,200 per script in addition to the 25,000-word western novels he writes every month for a magazine. But that isn't all. He finds plenty of time for his hobby—photography—where he writes extra long captions to the pictures!

● ● ● Jean Sablon, after two more shots on RCA's "Magic Key," returns to the Other Side... Ina Claire is reading new ideas for a return to the airwaves... Jack Pearl refused to return for his sponsor of last season because of time—and recordings. He'll be on the air before Jan. 1... Cab Calloway will have three CBS shots from the Cotton Club... Bailey Axton will be given three NBC sustainings... Happy Felton goes into the Penn Monday until Benny Goodman arrives Oct. 12... Johnny Hauser goes to the Mayfair in Cleveland and will be aired via NBC... A. L. Alexander was rushed to Chi regarding selling him to "Look" magazine for a network show. Senders were Wm. Morris office... Gus Arnheim will finance his bass-player, Manny Stein, to organize a band of his own... Charles E. Morrison, the Hollywood ten-percenter, has appointed Artists Syndicate of America his N. Y. firm... Del Casino, who was mobbed by women at the other nite's "Blue Velvet" show, has been signed to make records. Now he'll be in every woman's home—on wax.

● ● ● Officials of WHK-WCLE, Cleveland, are congratulating themselves on exercising the right judging in choosing their newest wordslinger, Robert E. Lee... On Bob's first day of work at the station, he was sent out on a remote, to Radioland at the Great Lakes Exposition... He handled the show like an old-timer, putting that professional touch into it. This went through the amplifier at Radioland, as well as WHK... After the show, a femme admirer walked up to the new announcer and said "Say—you're good at that. Why don't you try for a job at a radio station?"... Ever meet those kind of people?

AGENCIES

ROBERT DORFMAN, formerly of the Fairchild Publications, has joined the Randall Company, advertising agency, Hartford, as a member of the firm. Other additions to the company are Josef Baum, art director and U. Allan Godbout, account executive.

JAY & CO., Detroit, has been appointed agency for the Floral City Furniture Co. and the La-Z-Boy Chair Mfg. Co., to handle radio and all other advertising for the 11 factories using the patent. Leslie Marcus is vice-president and radio director for Jay.

J. P. MULLER & CO., advertising agency, will move to larger quarters at 19 West 44th St. on Oct. 1.

WHBF Correspondents Made "Ambassadors"

Rock Island, Ill.—More than 40 of WHBF's news correspondents throughout this territory have been organized into an unofficial merchandising and "booster" club to be known as the "WHBF Ambassadors." The club was launched the other day with a luncheon, theater party, special broadcasts and displays for advertisers as well as merchandise gifts for each person.

Clair Heyer, WHBF national sales manager, promoted the club idea. All of the members are active in their communities, many being club officers.

3-Language Program on WJAY

Cleveland—A full-hour nationality program being started Sept. 26 by Benesch-Federman Furniture Co. on WJAY will be divided into a half-hour Bohemian show, 15 minutes of Polish and 15 minutes of Hungarian entertainment. Louis Rich and orchestra will be featured, with Paul Faut as emcee.

Cashman Joins Artist Bureau

Edmund Cashman, former producer of a number of successful CBS daytime shows including the "Saturday Swing Club," becomes associated with Columbia Artists, Inc. on Monday. Cashman's duties will include talent scouting, agency contacting and developing talent.

New WHN "Lens" Series

Karl A. Barleben Jr., author and editor of textbooks and magazines on photography, will be at the helm of "Behind the Lens" when the broadcast begins its fourth season on WHN, Sept. 25 at 8:30-9 p.m.

Stuart Erwin on Camel Show

Stuart Erwin, film star, has been signed as a permanent feature of the new Camel Caravan series which begins over CBS on Sept. 28. Erwin will be heard on the half-hour portion of the show which originates from Hollywood and stars Jack Oakie.



RAYMOND PAIGE, Frances Langford and Ken Niles, as well as Louella Parsons, will appear in Warner's film version of "Hollywood Hotel."

After auditioning all available yodlers for a role in "Snow White," first feature length cartoon, Walt Disney finally signed Zeke Clemens, who yodels daily on KHJ.

Herbie Kay and Kearney Walton will be heard over KNX on Friday and Saturday nights, respectively, from the Pasadena Civic Auditorium, where both orchestras are playing return engagements. On the air from 11:30 to 12 midnight.

Did you know . . . that Hank Ladd, now head writing man for Olsen and Johnson, at one time was "Beetle" on Phil Baker's program? Hank also turned in scripts for Stoopnagle and Budd, Judy Canova, and Bob Hope, for whom he created "Skunkton."

NBC's Don Gilman is back in town but still non-committal on the new studio site.

Frank Graham, mikeman from Spokane, has been added to the announcing staff at KNX.

Dick Ryan arrived from New York to be ready for his chore with Joe Penner.

Don Prindle, writer of the Joe Penner show, confesses that his first job was as an actor in a midwestern stock company playing opposite Margaret Brayton, now one of the busiest radio actresses on the Coast.

Tommy Bond, Gus Edwards' protégé, is doing a "Charlie McCarthy" in M-G-M's "Rosalie," with Eleanor Powell and Nelson Eddy.

KECA has a new adventure serial with the intriguing title of "Children of the Snake," Monday, Wednesday, Friday at 5 p.m. The author is Wingate White. Cast includes Carroll Borland, Don Upshur, Brooks Dutt and Jan Sinclair, with Frank Ellison as narrator.

KFT's romantic serial, "Hello Peggy," moves from a 9 a.m. niche on Wednesday and Friday to 12:30 p.m. the same days.

When the district sales managers of Radio Transcription Co. of America finished their sales confab and started back to their respective territories, each was armed with life-size cutouts of scenes and characters in the new juvenile programs, "The Cinnamon Bear" and "Jerry of the Circus." Hinged for carrying, these cutouts are carried by salesmen along with sample of other merchandising aids and a compact, portable playback machine for auditioning programs. "Cinnamon Bear" is designed to start on Thanksgiving Day and continue on a six-time-a-week basis until termination on Christmas eve. Of eleven original songs incorporated in the story four have been published in quantity and are furnished in bulk to sponsors as a giveaway.

NEW PROGRAMS—IDEAS

"Radio Nature Club"

"The Radio Nature Club" is a new one over KEHE, Los Angeles, and CRS on Wednesday evenings at 6:45. Conducted by Don Sigerson, associate professor at University of California, the program is designed to enlist interest in the conversation of wild-life and the preservation of natural beauty spots and scenic wonders in America.

"Over the Back Fence"

Discussions of the average man's interests under title of "Over the Back Fence" is a new series over Gene Dyer's WCB, Chicago. A prominent educator is the voice. Questions sent in by listeners will be discussed.

"The Worker Speaks"

Bona fide laborers, exclusively, get a voice in the vox pop parade

Standard Provisions Set By AFM and Radio Men

(Continued from Page 1)

Oct. 15 for closing of all negotiations basically.

The standard provisions agreed upon will be part of every contract between the musicians and radio with local autonomy retained by locals of the AFM with discretionary powers and agreements as to working hours and wage scales between the locals and stations within their jurisdiction. It was conceded that hard and fast rules to apply to all outlets would not be satisfactory to either side since some stations are on a part-time and time-sharing basis.

IRNA Committee is now faced with rushing out a questionnaire to stations, and according to Bill Hedges, head of the committee, it is imperative that outlets fill out and mail them back as fast as possible. Otherwise the entire setup is apt to slip. Questionnaire going out to NBC, CBS and Mutual affiliate stations asks basic information on call letters, ownership and management, power, time on air, sign-off time according to months, national quarter-hour rates, net receipts for year ending Aug. 31, 1937, receipts from networks, population of city, population of primary coverage, name of person to handle correspondence, and all info to be sworn to before a notary.

The AFM today meets with the networks to work out a deal or negotiate for the owned, managed and operated outlets of the respective webs. Conference will be held between the nets and AFM Executive Committee at 10 a.m. in the board room of Ascap, in the RCA building. At 2:30 p.m. the AFM will meet with electrical transcription and phonograph manufacturers.

Weber will be out of the city during first week in October due to American Federation of Labor convention in Denver.

through a new sponsored program, "The Worker Speaks," over WIND, Gary, Ind.

Royal Romances

The loves of great persons in history are being dramatized in a weekly series titled "Royal Romances" over KFOX, Long Beach, Cal.

Marriage License Shows

In order to set the records straight, the "Marriage License Romances" recently started at WJAY, Cleveland, has a predecessor of the very same type under the same title conducted by Quin Ryan over WGN three times weekly since October, 1935. Leslie Marcus of Jay & Co., agency handling the Cleveland account, was a guest on one of Ryan's broadcasts some time ago. Marcus also has the show on WSPD, Toledo, and in Detroit for local sponsors.

WSGN Statewide Hookup On Football Broadcasts

(Continued from Page 1)

WSGN and feeding programs to WHBB, Selma; WJRD, Tuscaloosa, and WALA, Mobile. Both University of Alabama and Auburn (APD) games will be covered. The complete series has been sold to Kellogg Co.

KSTP Gets Schnickelfritz

St. Paul—Freddie Fisher's Schnickelfritz band, the droll and energetic swing unit that has grabbed itself a huge chunk of national publicity through its antics in St. Paul's mid-way, has signed up with KSTP, Twin City independent station, for exclusive nightly broadcasts. The band, featured in publicity in several national publications and soon to appear on Rudy Vallee's hour, on its own in New York and in motion pictures, has been grabbed off by KSTP for nightly broadcasts at 10:30 p.m., Sunday excepted, for the length of its St. Paul engagement.

CFRN Gets "Alice" Rights

CFRN in Edmonton, Alberta, has obtained exclusive rights for broadcasting Frances Fullerton Neilson's adaptation of "Alice in Wonderland" in its territory. The radio dramatization of the classic is being syndicated by Star Radio Programs Inc.

Miller Milk Co. Campaign

Miller Milk Co. of New Jersey is setting up a local advertising campaign via radio in behalf of its Grade A milk. Broadcast plans, although not as yet complete, will get under way shortly. WAAT, Jersey City, already has been selected. Jay Lewis Associates are handling.

Richard Wright Joins WHN

Richard Wright has been added to the sales department of WHN.



HERB BUTTERFIELD of Lord & Thomas back from New York and a session with Montgomery Ward recordings.

Tommy Bartlett, WBBM announcer, took a gal to a dance at Minocqua, Wis., other evening and when he got there he found he had no money. So he entered the amateur singing contest and won the \$10 prize.

Wendell Hall and family back from northern Wisconsin vacation. He is ready to go to work on a theater date in Detroit.

Basil Loughrane, Lord & Thomas radio chief, still laid up with fractured ribs he got in bathtub fall.

Charles P. Hughes who has "Grand Central Station" on WJJD for 42nd St. Cosmetics, is offering round trip tickets to New York with hotel expenses and tickets to Broadway shows in a new contest starting this week.

Peter Cavallo Jr., has been named musical director for Skelly's "Court of Missing Heirs" to bow in on CBS Oct. 11.

Wayne Hunt, president of Knox-Reeves agency of Minneapolis, visiting WBBM, where he is looking after General Mills Baseball Broadcasts.

Ken Church, commercial manager of KMOX, and Arthur Hull Hayes, New York manager of Radio Sales Inc., in a huddle at WBBM.

Kathryn Witwer, Mutual soprano, vacationing at Saranac Lake.

CBS School of Air Returning

CBS' American School of the Air returns Oct. 18 for its ninth season with an expanded program in which the Nat'l Education Ass'n will join to enter the schoolroom proper for the first time in its history. Helen Johnson directs the broadcasts.

Sign NBC Thesaurus

New NBC Thesaurus subscribers are KSRO, WCBS and KOKO. Renewals have been signed by KTHS, WHP, WWNC, WJOR, KGKB and WSFA.

Hecker Adds Stations

WRR, Dallas, and KTAT, Fort Worth, have been added to the Mutual-Beatrice Fairfax show which is sponsored by Hecker Products. Program is heard Tuesdays through Fridays, 2:45-3 p.m. BBDO has the account.

Mutual WHK-WCLE Salutes

Mutual will salute WHK-WCLE, new additions to the MBS web, on Sept. 26-27. Programs will emanate from WOR and WGN.

STATION-STUDIO TRANSMITTER and

EQUIPMENT

NEW DEVICES and IMPROVEMENTS

Latest Technical Developments and Activities in Radio and Television

KSTP Studios and Offices Undergoing Modernization

St. Paul—Carrying out the second phase of an expansion program which was launched last year with the installation of a new \$300,000 transmitter, KSTP, Twin Cities independent station, this week began an enlargement and modernization program in connection with its St. Paul offices and studios.

The new program, which will provide additional audition facilities, including a new modern audition room, more sales and office space, is being carried out to meet increased demands. The station expects 1937-38 to be the largest broadcast year in KSTP's history.

The expansion will include new furnishings, new audition equipment and added facilities for the sales and office staffs, and will make the station's St. Paul offices and studios among the most finely-appointed in the nation. Additional space on the Hotel St. Paul's 12th floor is being taken in to provide the new accommodations.

KNX Is Constructing New 480-Foot Antenna

West Coast Bureau, RADIO DAILY

Los Angeles — Construction plans are under way at KNX for a 480-ft. tower, embracing latest antenna developments and new vertical radiator equipment, which will be completed in time for the opening of the new CBS studio. FCC grant also provides for a new transmitter site.

Townsend to Television

Chicago — Charles L. Townsend, NBC studio-field engineer, will be transferred to NBC's New York television crew Oct. 1. Wilson T. Knight, already on staff, will take Townsend's place and George Maki is the new-comer on staff.

Philco Reports Increase

Philco Radio & Television Corp. reports that a 100 per cent increase in its parts business has been shown every month since the early part of the year, based on identical periods in 1936.

CHARLES ROSS, Inc.

Formerly Motion Picture Lighting and Equipment Corp.
WE FURNISH
Electrical Lighting Equipment
of Any Kind
FOR RADIO STATIONS
244-250 WEST 49th STREET
New York City Tel. Circle 6-5470-1

NEW PATENTS

Radio and Television

Compiled by JOHN B. BRADY, Attorney
Washington, D. C.

Re.02,506 Oscillator System. Walter Soller, Cincinnati, Ohio, assignor to Wm. H. Woodin, Jr.

2,092,762—Variable Condenser for Modulation. Fred H. Kroger, Port Jefferson, N. Y., assignor to RCA.

2,092,769—Electron Discharge Device. Aristotle Mavrogenis, Milwaukee, Wis., assignor to RCA.
2,092,770—Radio Circuit. Aristotle Mavrogenis, Milwaukee, Wis., assignor to RCA.

2,092,804—Screen Grid Electron Discharge Device. Gunther Jobst, Berlin, Germany, assignor to Telefunken Gesellschaft für Drahtlose Telegraphie m.b.H.

2,092,814—Photoelectric Tube. Walter Schafner, Berlin, Germany, assignor to Allgemeine Elektrizitäts Gesellschaft.

2,092,815—Cathode Heater Insulation. George R. Shaw, Vernon, N. Y., assignor, by mesne assignments, to RCA.

2,092,871—Cathode Ray Tube Deflecting Circuits. Alda V. Bedford, Collingswood, N. J., assignor to RCA.

2,092,874—Amplifier. Don G. Burnside, East Orange, N. J., assignor to RCA.

2,092,881—Electron Discharge Device. Johan L. H. Jonker, Eindhoven, and Wilhelm Albricht, The Hague, Netherlands, assignors to RCA.

2,092,885—Volume Control System. Loren R. Kirkwood, Merchantville, N. J., assignor, by mesne assignments, to RCA.

2,092,886—Electron Tube for Producing Ultra Short Waves. Wilhelm E. Kühle and Felix Herriger, Berlin, Germany, assignors to Telefunken Gesellschaft für Drahtlose Telegraphie m.b.H.

2,092,887—Impulse Operated Relay. David G. C. Luck, Woodbury, N. J., assignor to RCA.

2,092,890—Receiving Circuit. John B. Moore, Riverhead, N. Y., assignor to RCA.

2,092,893—High Frequency Amplifier. Harold

A. Snow, Mountain Lakes, N. J., assignor to RCA.

2,092,896—Display Type Tube Tester. John M. Stinchfield, Rutherford, N. J., assignor to RCA.

2,093,072—Amplifier Gain Control Circuit. Arthur H. Cooper, Iver, England, assignor to Electrical & Musical Industries, Ltd.

2,093,078—Electric Space Discharge Tube System. Raymond A. Heising, Summit, N. J., assignor to Bell Telephone Laboratories, Inc.

2,093,094—Radio Frequency Amplifier. Harold O. Peterson, Riverhead, N. Y., assignor to RCA.

2,093,095—Automatic Volume Control. Harold O. Peterson, Riverhead, N. Y., assignor to RCA.

2,093,102—Radio Receiver. John S. Starrett, Wilmette, Ill., assignor to RCA.

2,093,165—Electric Discharge Device. Leslie E. Flory, Oaklyn, and George A. Morton, Haddon Heights, N. J., assignors to RCA.

2,093,177—Cathode Ray Tube Deflecting Circuits. Arthur W. Vance, Haddonfield, N. J., assignor to RCA.

2,093,217—Automobile Radio Antenna. Ray Lee Stout, Ashtabula, and Alva Povlis, Jefferson, Ohio.

2,093,245—Tone Control Device. Carel J. van Loon, Eindhoven, Netherlands, assignor to RCA.

2,093,273—Getter for Vacuum Tubes. Adolf Haslauer, East Orange, N. J.

2,093,288—Television Apparatus. Gregory N. Ogloblinsky, Collingswood, N. J., assignor to RCA.

2,093,302—Screen Grid Metal Tube. James E. Beggs, Schenectady, N. Y., assignor to General Electric Co.

2,093,303—Screen Grid Metal Tube. James E. Beggs, Schenectady, N. Y., assignor to General Electric Co.

2,093,331—Oscillation Generator. Lambert H. Lynn, Schenectady, N. Y., assignor to General Electric Co.

2,093,393—Tone Control System. Kenneth W. Jarvis, Kenmore, N. J., assignor to RCA.

put console, and shift of transmitter to a new location with ground system going into the water on nearly every side.

WATD Gets Baptism

South Bend, Ind.—WATD, the new mobile unit of WSBT-WFAM, received its baptism under fire the other night. An airplane crash near the local airport caused the death of four persons. The unit, under engineers Herb Cole and Lowell Harris, was rushed to the scene, about a mile west of the city limits. There they were met by Bob Swintz, WSBT-WFAM commercial manager, who had arrived shortly after the crash. Contact was established with the studios and a broadcast was put on the air with Bob at the mike interviewing eye-witnesses to the crash and presenting all information available pending the official investigation.

WCOA Power Boost Nov. 1

Pensacola, Fla.—WCOA expects to have its power boost to 1,000 watts in operation by Nov. 1. Construction permit is now final and work on equipment changes is under way. A Blaw-Knox shunt excited radiator is being erected, along with Western Electric program amplifier, speech in-

Two Albany Stations Improving Facilities

Albany—WABY, recently granted an increase in power to 100 watts daytime and 100 watts night, and WOKO, granted permission to install the latest transmitting equipment which will greatly increase the area being served, will have these improvements in effect within a month or so.

WABY now carries the programs of NBC-Blue, N. Y. Broadcasting System and Mutual. The power boost, becoming effective Oct. 19, will give it a much wider coverage.

WOKO's equipment in the control room at the Ten Eyck Hotel will be completely replaced by the most modern Collins equipment, while the transmitter on Central Ave. is to be replaced by the last word in a modern Collins transmitter. These changes are expected to be completed in about a month.

New Amplifiers for WHK-WJAY

Cleveland—Two new W. E. program amplifiers have been added to the master control room equipment of WHK-WJAY, which will form part of the new identity of WJAY when it changes its call letters to WCLE on Sept. 26. They have a stabilized feed-back designed to reduce tube and amplifier noises and a volume compressor which acts on sounds above a predetermined level.

Amplifier for WHB

Kansas City, Mo.—WHB last week installed a new W. E. 110A speech amplifier.

MICROPHONE

Repairs
Dynamic, Velocity, Etc.
Also New

Dynamics for Studio and Remotes

Write for Catalogue

AMERICAN MICROPHONE CO., INC.
Los Angeles, Calif.



samples
upon
request

WORTHY of the splendid modern transcriptions! Eliminate surface noise with this 100% shadowgraphed needle, preferred by leading broadcast stations.

PLAYBACK NEEDLES STEEL CUTTING NEEDLES

Mfd. by W. H. BAGASHAW Co., Lowell, Mass.
Distr. by H. W. ACTON CO., Inc.
370 Seventh Avenue, New York City

CONQUEST PORTABLE RADIO RECEIVER and PLAYBACK COMBINATION

A superior unit that speeds the sales of talent, time or transcriptions . . . bringing your product into the prospect's office . . . with high fidelity reproduction of both radio broadcasts and recorded programs . . . A playback that recreates every note, every word, with a clarity beyond belief . . . A microphone attachment that permits off-stage voices blending with recorded music . . . or its use as an efficient public address system. A flip of the switch and you have 33 1/3 or 78 r.p.m. for discs up to 17 inches diameter . . . radio . . . or phonograph and microphone. All in one attractive, compact, lightweight unit to meet the requirements of office, schoolroom and home.

For Specifications and Prices
Write Today to

CONQUEST ALLIANCE CO., Inc.
515 Madison Ave., New York
228 No. La Salle St., Chicago

★ F. C. C. ★ ACTIVITIES

HEARINGS SCHEDULED

Sept. 28: Jules J. Rubens, Aurora, Ill. CP for new station. 1040 kc., 250 watts, daytime.

W. H. Hartman Co., Waterloo, Ia. CP for new station. 1400 kc., 500 watts, daytime. KSLM, Salem, Ore. CP to change frequency and increase power to 1360 kc., 500 watts, unlimited.

Southern Broadcasting Corp., Bogalusa, La. CP for new station. 1500 kc., 100 watts, 250 watts LS., unlimited.

WBLY, Lima, Ohio. CP to increase power to 250 watts. 1210 kc., daytime.

Oct. 5: Keystone Broadcasting Co., New Castle, Pa. CP for new station. 1250 kc., 250 watts, daytime.

WKAR, East Lansing, Mich. CP to increase power to 5 KW. 850 kc., daytime.

WLVA, Lynchburg, Va. CP to change frequency and increase power to 1390 kc., 500 watts, unlimited.

Oct. 6: William C. Smith, Bogalusa, La. CP for new station. 1310 kc., 100 watts, unlimited.

Larry Rhine, San Francisco. CP for new station. 980 kc., 250 watts, daytime.

Oct. 7: M. M. Valentine, Larado, Tex. CP for new station. 1500 kc., 100 watts, 250 watts, LS., unlimited.

Walter Biddick Co., Los Angeles. Auth. to supply electrical transcriptions to XEMO, Tia Juana, Mex.

APPLICATIONS RECEIVED

Odessa Broadcasting Co., Odessa, Tex. CP for new station. 1310 kc., 100 watts, daytime.

Indianapolis Power & Light Co., Marion County, Ind. CP for new relay station. 31100, 34600, 37600, 40600 kc., 40 watts.

Neustetter Suit Co., Denver. CP for new station. 1370 kc., 100 watts, unlimited.

APPLICATIONS GRANTED

Wyoming Broadcasting Co., Rock Springs. CP for new station. 1370 kc., 100 watts, 250 watts LS., unlimited.

Minnesota Broadcasting Corp., Minneapolis. CP for new relay station. 1606, 2022, 2102, 2758 kc., 25 watts.

SET FOR HEARING

Union-Tribune Broadcasting Co., San Diego, Cal. CP for new station. 1480 kc., 5 KW., unlimited.

N. B. Egeland, Roland, Ia. CP for new station. 1500 kc., 100 watts, daytime.

APPLICATIONS DISMISSED

Radiotel Corp., San Diego. CP for new station. 920 kc., 1 KW., unlimited.

United Broadcasting Co., Tulsa. CP for new station. 1550 kc., 1 KW., unlimited.

ACTION ON EXAMINER'S REPORTS

Peninsula Newspapers, Inc., Palo Alto, Cal. Denied CP for new station. 1160 kc., 250 watts, daytime.

Redwood Broadcasting Co., Eureka, Cal. Granted CP for increase of day power for KIEM to 1 KW. Denied increase of night power.

Clarence A. Berger & Saul S. Freeman, Coeur d'Alene, Ida. Granted CP for new station. 1200 kc., 100 watts, daytime.

Twin City Broadcasting Corp., Longview, Wash. Granted CP for new station. 780 kc., 250 watts, daytime.

Phillip Jackson, Brunswick, Ga. Dismissed with prejudice app. for CP for new station.

Amarillo Broadcasting Co., Amarillo, Tex. Dismissed with prejudice app. for new station.

John D. Fields, Inc., Las Vegas, Nev. Dismissed with prejudice application for new station.

Robert E. Clements, Huntington Park, Cal. Dismissed with prejudice app. for new station.

Young People's Assn. for the Propagation of the Gospel, Shark River Bay, N. J. Dismissed with prejudice app. for new station.

Platform for Singers

WQXR has constructed a stepped platform in its studios for use of the singers in the new series of opera presentations, which starts Sept. 25. This permits full vision of the conductor by the entire company and voice volume is controlled, simply, by distances from the microphone to places on the platform.

★ Program Reviews ★

"Success Doctor"

Harry H. Balkin, character analyst and student of human nature, who made his eastern debut this week with a Tuesday and Thursday period over WOR at 11:30-11:45 a.m., has a program that could attract a substantial number of listeners if he would just tone down his declamatory voice a bit. He puts so much steam behind his statements that he sounds more like a political stump orator than a "Success Doctor" seeking to give persons calm and intelligent advice on the selection of careers. Program is sponsored by Gumpert's Butterscotch Creme Desert.

Alice Remsen

The "Turn Back the Clock" series arranged by Alice Remsen have been a source of dinner-time enjoyment for some time. A typical program, caught yesterday on NBC-Red at 6:15-6:30 p.m., had George Griffin, baritone, and Al and Lee Reiser, pianists, on the bill with Miss Remsen. After a lively dual piano "Ragging the Scale" opener, songs of 1912, 1913 and other vintage were vocally revived by Miss Remsen and Griffin. Unspoiled by tricky arrangement, the numbers were pleasantly and wistfully reminiscent. It's

a type of program that doesn't tire the listener like so many blaring musical shows do.

Eddie Dooley

Initiating a football series, Eddie Dooley bowed in over CBS at 6:30-6:45 last night. Taking over the mike after Paul Douglas gave a few baseball results, Dooley sized up various teams and discussed their chances in the coming games. He talks authoritatively and interestingly, with an effective mike voice. Program will be heard Tuesdays and Thursdays.

Briefly

Gretchen Davidson and Carleton Young, who play the romantic interest in Heinz's "Carol Kennedy's Romance" over CBS, are doing a swell job. They help considerably to make this one of the more interesting script shows of the air.

Arthur Chandler's organ music, with a few birthdays and anniversaries thrown in, originating from Cincinnati and fed to the WLW Line, is nice morning ear-entertainment. Chandler has a pleasing style of presenting his stuff. Program is heard at 9:45-10 a.m. Monday through Friday.

RCA Victor Promotions

RCA Victor yesterday announced the following promotions in its sales executive organization: L. W. Teegarden, formerly Western division manager, placed in charge of radio tube sales to wholesale distributors; M. F. Blakeslee, formerly Chicago district manager, appointed Western division manager; Richard A. Graver, formerly Cleveland district manager, made Chicago district manager; A. G. Kemp appointed Cleveland district manager, and E. J. Rising, formerly San Francisco district manager, made Los Angeles district manager.

Mobile Unit Covers Iron Horse

Charlotte—The giant exhibit by the Seaboard Railway of their latest advances in locomotives was also the scene of an unusual broadcast by the WSOC mobile unit. Accompanied by announcer Charles Hicks, the unit took in the entire show down to taking the mike into the innermost vitals of the new iron horses. Attendance at the exhibit took a big hop after the program was aired.

Opens Philly Branch

Philadelphia—Midwest Radio Corp., a pioneer in the field of radio manufacturing, has opened a factory-owned showroom here under the management of A. B. Wagner.

New Equipment for WEW

St. Louis, Mo.—WEW has been adding RCA equipment to its station, and is contemplating purchase of transmitter improvements.

Gospel Group Denied Permit

Federal Communications Commission has dismissed the application of the Young People's Association for the Propagation of the Gospel, Shark River Bay, N. J., for authority to build a new radio station to operate on 640 kc., 5 KW., daytime only.

WICC Builds Turntable

New Haven—WICC is building new turntable equipment for production purposes. New feature will be a special equalization allowing for reproduction of "distorted" tones.

Kronman, Stahl Join Bacher

West Coast Bureau, RADIO DAILY
Los Angeles—Harry Kronman and Edith Stahl, formerly production aides of Bill Bacher on "Hollywood Hotel", have joined the Bacher staff at M-G-M.

WMT Appointments

Cedar Rapids, Ia.—Allan McKee, announcer, has been appointed production manager for the local WMT studios.

Eleanor Gough is an addition to the staff as pianist.

Cheerio Returning

Cheerio, veteran inspirational program, returns Sunday at 10:30-11 p.m. over NBC-Blue with a weekly program.

Mary McBride for Tapioca

Mary Margaret McBride will be the femme commentator on the General Foods (Minute Tapioca) program starting Oct. 4 on 45 CBS stations at 12-12:15 noon.

NEW BUSINESS Signed by Stations

Boston

WNAC: Colgate - Palmolive - Peet, news participations, also on 11 other Yankee stations; Axton-Fisher Tobacco (Twenty Grand); United Drug, "Magic Hour" ET's; Maine Development Commission, through Brooke, Smith, French & Dorrance, N. Y., also on 6 other Yankee stations.

WAAB: C. G. Conn Ltd., Boston (musical instruments).

WBZ-WBZA: Philco ET's; Gorton-Pew fisheries; Pinex Co., through Russell M. Seeds Co., Indianapolis; Louis Howe Co.; Allegheny Steel Co., through Walker & Downing, Pittsburgh; United Drug; Oakite Products, through Calkins & Belden, N. Y.; Rival Packing Co., through Charles Silver & Co., Chicago.

WBAL, Baltimore

Ford Motor Co., announcements; Baume & Mercier, participations.

WHN, New York

Pinoleum Co., spots, through Pedlar & Ryan.

WPG, Atlantic City

United Drug Co., "Rexall Magic Hour."

GUEST-ING

GOVERNOR BLANTON WINSHIP of Puerto Rico, on Lowell Thomas program, Sept. 21 (NBC-Blue, 6:45 p.m.)

DICK POWELL, third appearance on Werner Janssen program, Sept. 19 (NBC-Blue, 7:30 p.m.)

MAXINE SULLIVAN, on Walter O'Keefe program, Sept. 22 (NBC-Red, 9 p.m.)

DENNIS KING and NANCY McCORD, on James Melton program, Sept. 19 (NBC-Red, 10 p.m.)

HUNT STROMBERG, M-G-M producer, and ERIC HATCH, author, on "Movie Club," tonight (WHN, 8 p.m.)

CHARLES GRAPEWIN, on Elza Schallert program, Sept. 22 (NBC-Blue, 10 p.m.)

CONRAD THIBAUT, on "Cavalcade of Music," Sept. 22 (CBS, 8 p.m.)

DARRYL F. ZANUCK, v.p. in charge of production of 20th Century Fox, on Woodbury program, Oct. 3 (NBC, Blue-9 p.m.).

New Chesterfield Series

Liggett & Myers' new Chesterfield series from the Coast, with Hal Kemp orchestra and Alice Faye, will be known as "Music from Hollywood". Phil Cohan takes charge of production with start of the new contract Oct. 1. Newell-Emmett is the agency.

Weed Gets WLEU and WHBL

Weed & Co. have been named national representatives of WLEU, Erie, and WHBL, Sheboygan.

SAN FRANCISCO

Robert Noble of Los Angeles, who has still another pension plan, is spinning ET's on KGCC called "\$25 Every Monday Morning." Uses half hour six times a week.

Clarence Meyer, KYA press chief, back at his job from vacation.

Ralph R. Brunton of KJBS-KQW went to New York for the NAB directors' meeting.

Max Breslow's trumpet playing at KYA has an added thrill to it nowadays. A baby girl was born to his wife Gertrude at Mt. Zion Hospital.

Tom Jones, KYA announcer-producer, recovering from laryngitis which nixed his mike appearances lately.

Don Avery, former KROW Federal Outfitting Co. newscaster, has left to assume commercial management of KSRO, new Santa Rosa station. At present, Howard Duff, former newshawker at KOMO and KJR, Seattle, is doing the stint.

KSFO Items: Dude Martin and his Nevada Night Herders back for twice daily airing after a summer season at Mirabel Park, Russian River. . . . A new photographic darkroom complete in every detail and equipped with both Leica and regular enlargers has been finished under the direction of Tro Harper, news editor. . . . Fred Benioff, furrier, consistent radio time buyer for 10 years, has switched from KPO to here, handled through Theodore A. Segall agency.

Eddie O'Malley, drummer in the KYA ork, resigned to join a Follies (burlesque) show in Oakland. Elwood Greer, former NBC'er, succeeds.

BALTIMORE

Katherine Dierken, well-known WBAL player, has been added to the staff of "Bards of Baltimore," the amateur poetry program which has been extended to a half-hour. Brad Bradley directs the show.

Frieda Etelson Balotin, violinist, is winning favor with her "Midsummer Moods" program on WBAL.

WCBM has resumed its Monday night amateur shows, with Moses Kahn store as sponsor.

Tony Wons Moved Up

Vick Chemical Co. will advance the starting date of the new Tony Wons series one week to Sept. 27. Show will be aired every Monday, Wednesday and Friday, 10:30-10:45 a.m. over the CBS network.

ONE MINUTE INTERVIEW

VERNON RADCLIFFE

"The outside audience is so potentially big that we regard it as more important than a handful of people in a studio. Radio in the future will undoubtedly develop the editorial resources, production technique and facilities to reach this audience more widely and effectively."

★ Coast-to-Coast ★

H. R. GROSS, chief of WHO (Des Moines) news department, returns next week from a Minn. fishing trip.

Frank Austin, sports commentator at KDYL, Salt Lake City, ushered in the football season for the station's listeners with a short-wave account of U. of Utah practice activities.

WPG, Atlantic City: Director Norman Reed will retain the popular "Ship Ahoy" program through the fall. . . . Stanley Meehan is departing to join Rudy Vallee, who has him under management. . . . Station plans to increase its educational programs this fall and winter.

WSBT-WFAM, South Bend, has arranged with the local police and fire departments for news coverage of all fires, accidents, etc.

Senator Royal S. Copeland will speak today (Constitution Day) at 5:15 p.m. over WBBC in a program sponsored by the Daughters of the American Revolution.

Governors of the two Carolinas have been invited to inaugurate a series of fireside chats over WBT, Charlotte, for the discussion of state problems with the people of the two states. Both governors are enthusiastic about the plan and details are being worked out by General Manager William A. Schudt Jr. of the station to schedule the talks once a month during the fall and winter for each of the governors.

KCKN claims it was the first station in Greater Kansas City to originate a broadcast from the new \$2,500,000 Wyandotte High School, which is the largest and finest high school in either Missouri or Kansas. This broadcast was written by Ruth Sullivan of the KCKN staff, who graduated from the old Wyandotte High School. KCKN also devoted two hours and 45 minutes for special programs in connection with the official dedication, including the 30-minute address of Secretary of War Harry H. Woodring.

"The March of the 'Forty Five'", one of the most ambitious dramatic productions ever attempted by BBC, will be heard here in a special broadcast, Oct. 2 at 8-9 p.m. over NBC-Blue. The play, written in verse, uses several narrators to set the dialogue, and many Scotch bagpipe airs and English musical pieces of the period set the tone for the action.

Call letters of the J. W. Woodruff station in Albany, Ga., are WGPC, not WGCP. Transpositions occur on the best of typewriters.

Jack Marshall, comedian trombonist with Benny Meroff's band at the

New Yorker, is shooing away film talent scouts, he is that good. Marshall has just signed exclusive artists management contract with Rockwell-O'Keefe.

Jack Amlung and his orchestra, playing for "Crazy Water Crystals" remote from Mineral Wells over WBAP, Fort Worth, and TQN, and Conrad Brady, emcee on this program, return Monday from vacation.

Herb Hollister, g.m. of KANS. Wichita, fears that folks will be calling his station precocious, seeing that it recently fed the NBC-Blue network with a couple of shows.

A Guest Book, in which visitors to WOPI, Bristol, studios are invited to sign, has within a short time 3,000 signatures. In addition to taking the visitors around the new studios, W. A. Wilson, general manager, has provided an attractive booklet as a souvenir of the station.

Ken Keese, program director of WATL, is often featured with an orchestra as Atlanta's popular vocalist on the air.

The Robert L. Ripley Curioddities, which will be on exhibition for three weeks starting Sept. 20 at R. H. Macy store, will be broadcast four times a week over the New York Broadcasting chain (WINS). The exhibit will benefit the United Hospital Fund.

University of Nebraska shows more signs of loosening for radio broadcasts of the games this year. All the big home tussles will be aired with Reginald B. Martin, KFAB-KFOR's station manager, at the mike.

Using the new WSOC mobile unit facilities, the National Youth Administration recently inaugurated a new series of programs designed to inform the public of their activities in and around Charlotte. The broadcasts, heard every Tuesday afternoon at 3:15, originate from a different location each week, and each program describes some single activity of the National Youth Administration, whose purpose is to help the youth of America to find suitable vocations.

Tom Terriss' Saturday "Vagabond Adventures" program over NBC-Red was a quarter-hour shot last week only. It now goes back to its 30-minute stretch, 5-5:30 p.m.

Mabel Jennings, formerly feature writer with the Washington Herald, has been signed by Rockwell-O'Keefe for radio commentator work.

Orson White and Erving Gerlat,

BOSTON

George R. Dunham Jr. has joined WEEI in charge of sales promotion. He comes from Boston Woven Hose & Rubber Co. and is the son of George R. Dunham, head of Greenleaf Advertising Agency.

Joe Kerrigan, WBZ houseman, famous for his recitation of "Casey at the Bat," is leaving there the 18th to try his fortune in New York.

Dwight Meade and Mrs. Evelyn Knapp ("Harvey and Dell") are now Mr. and Mrs. Their program is heard daily over WBZ-WBZA.

KANSAS CITY

Neal Keehn and Margaret Heckle have returned from Chicago where their "Across The Breakfast Table" has been aired via WBBM since June. Keehn will resume his place on the KMBC staff, airing special events.

KXBY has appointed Joseph Hershey McGillvra as special representative, it is announced by Harry Clifford, commercial manager.

KXBY has sold the Florsheim Shoe Store broadcasts of the Pittsburgh-Giants games with Jerry Burns at mike.

William Henning, father of Paul Henning, KMBC staff artist, passed away this week.

Dot Chaquette, KXBY assistant program director, has resigned to go to Chicago.

KCMO has sold a daily five-minute newscast to Aines Dairy.

WHB has sold Long-Hall Laundries a daily quarter-hour disk program.

76 Stations for Hudson

Hudson Motors will use a 76 CBS station network for its "Hobby Lobby" series which begins Oct. 6, 7:15-7:45 p.m., with repeat at 10 p.m. Program will originate from the WABC studios.

pianists heard daily over WRJN, Racine, Wis., were injured in an automobile accident last week.

Martha Lincoln, lyric soprano, returns to the airwaves with a regular Monday 6:15 p.m. spot over WARD, Brooklyn.

1	9	3	7			
SUN	MON	TUE	WED	THU	FRI	SAT
2	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30

Greetings from Radio Daily

Sept. 17
Dorothy Dreslin
Mary Charles
Bob Holz

Sept. 19
Dick Fishell
Janice Gilbert
Willard Robison
Lynne Overman



RADIO DAILY

Serving the Better Interests of Commercial Radio and Television



VOL. 2, NO. 56

NEW YORK, N. Y., MONDAY, SEPTEMBER 20, 1937

FIVE CENTS

AFM Strike Threat Looms Again

COSMETICS FIRM SETS FIRST NETWORK SERIES

Raymond Co., St. Paul (Dona Ray cosmetics and Nu-Ray machineless permanent wave) on Oct. 17 will start its first nationwide radio campaign over 20 CBS stations, 2:30-2:45 p.m., with repeat at 11 p.m. Program will feature Lloyd Pantages, movie columnist, from KNX. Series is signed for 13 weeks through Milton Weinberg, Los Angeles.

100 Hours of Football For Yale Oil on KGHL

Billings, Mont.—In one of the biggest football deals between a single station and sponsor, KGHL has signed Yale Oil Co. of this city to sponsor more than 100 hours of football broadcast starting Sept. 25. Ed Yocum, KGHL commercial manager, will be at the mike. At least 10 games will be remotes handled from various college and university fields, with the Montana Interscholastic Championship on Thanksgiving Day as the climax.

Oldsmobile Sponsoring Mich. Football Games

Detroit — WXYZ and the entire Michigan Radio Network will air the nine Michigan State College football games, both at home and abroad
(Continued on Page 2)

Johnson Managing KFRO

Longview, Tex.—Harold C. Johnson, in the KFRO commercial department for a year and a half, has been promoted by President James R. Curtis to the post of manager, succeeding T. R. Putnam, who resigned to head Tri-State Broadcasting System.

Waxing with Audience

West Coast Bur., RADIO DAILY

Los Angeles—Frank Purkett, head of Associated Cinema Studios, producing and waxing the May Robson series, "Lady of Millions," for Bauer & Black, has taken over the CBS Radio Playhouse and will have an audience present for the first five episodes to be waxed by Miss Robson.

What's a House Man?

Indication of what consumed time at the AFM-IRNA talks may be gleaned from the fact that it took one hour and a half to define a "staff musician." Petrillo knew what a house man meant in Chicago, but John Shepard 3rd wanted a national definition. Eventually a staff musician was set down as a "man who is paid by the week and not by individual performances." Between the two committees, five lawyers were present.

90 STATIONS BEING USED BY WILLARD TABLET CO.

Chicago—Willard Tablet Co. (Willard's Messenger) is planning a transcription and live series for more than 90 stations to start middle of October. First United Broadcasters has the account.

Atl. Refining Extends Football to New England

Atlantic Refining, in addition to its football broadcasts throughout Atlantic territory, will sponsor a football resume series on five CBS-New
(Continued on Page 3)

Kellogg Co. Renews

Kellogg Co. has renewed "Girl Alone," for another 13 week run on eight NBC-Red network stations, effective Oct. 11. Show is heard Mondays through Fridays, 12 noon to 12:15 p.m. N. W. Ayer & Son, Philadelphia, has the account.

★ THE WEEK IN RADIO ★

... AFM is Still "Dynamite."

By M. H. SHAPIRO

THE Special Advisory Committee of the IRNA has really done yeoman work since it got under way and has accomplished considerable for which it will probably never receive full credit . . . It has been enabled to avert an early strike threat by its hard work, but all will come to naught if its questionnaire in the mail to stations is not quickly answered and every cooperation given . . . Foremost among the week's accomplishments is the fact that certain standard provisions have been agreed upon between the IRNA and AFM . . . the electrical transcription and phonograph record manufacturers are still being held in the offing by the AFM, as a hammer . . . the NAB board recognizing the gravity of the situation has called a meeting of the membership in New York for Oct. 12 and is going ahead with plans to departmentalize the setup so that all factions and interests will receive

(Continued on Page 2)

IRNA Committee Flays Broadcasters for Delay in Filling Questionnaires —Hysteria and Hostility Seen

FRANK MCNINCH DELAYS TAKING OVER FCC POST

Washington Bureau, RADIO DAILY
Washington — Frank R. McNinch, chairman of the Federal Power Commission, who was to have taken oath of office today as FCC chairman, is delaying his new assignment until the first of October because of a campaign launched late last week to "rid the electric industry of all unlawful intercorporate dealings and profiteering." The drive is directed against interlocking directorates among public utilities and related companies.

Three Maestros Signed For CBS "Hit Parade"

American Tobacco Co. (Lucky Strikes) have signed Robert Emmett Dolan, Al Goodman and Richard Himber for the "Hit Parade" series heard over CBS. The three conductors will alternate on the show every six weeks until Jan. 29. Program is heard over the network every Saturday, 10-10:45 p.m. Lord & Thomas is the agency.

Texaco Adds Stations

Texas Co. has contracted for WGBI, WEOA, KDAL and WTAQ to join its CBS network series on Sept. 29, 8:30-9 p.m. Date is debut of the new Eddie Cantor series.

The AFM Executive Committee having informed the networks and transcription and phonograph record manufacturers that further negotiations now hinge completely on the outcome of a contract with the Independent Radio Network Affiliates, and in both cases adjourned until Oct. 18, by which time the IRNA deal is expected to be signed, sealed and delivered, the IRNA Special Ad-

(Continued on Page 3)

HEARST NOT DROPPING ANY RADIO PROPERTIES

Reports that Hearst Radio, Inc. was about to drop all or part of its holdings, especially the stations not on a paying basis, were denied Saturday by Emile J. Gough, head of Hearst radio interests. "On the contrary," said Gough, "we are going ahead
(Continued on Page 3)

Dodge Dealers Sponsor U. of Minn. Football

St. Paul—Under an option signed at the end of the 1936 season, Dodge Dealers of Minneapolis and St. Paul will sponsor University of Minnesota's eight football games over KSTP. There will be no commercials during
(Continued on Page 2)

Blair & Co. Gets WGBI

Scranton, Pa. — Frank Megargee, president of WGBI, has appointed John Blair & Co. as national representative for the station.

Add Famous Slips

Cedar Rapids, Ia.—Bob Leefers, WMT announcer, contributes one to the record of famous slips of the tongue on the air. Just after a guest artist had concluded singing "Gone With the Wind," Bob stepped to the mike and said: "You have just heard 'Gone With the Wind' sung by our 'gust' of the evening."



Vol. 2, No. 56 Mon., Sept. 20, 1937 Price 5 Cts.

JOHN W. ALICOATE : : : Publisher

DON CARLE GILLETTE : : : Editor

MARVIN KIRSCH : : : Business Manager

Published daily except Saturdays, Sundays and Holidays at 1501 Broadway, New York, N. Y., by Radio Daily Corp. J. W. Alicoate, President and Publisher; Donald M. Merseu, Treasurer and General Manager; Chester B. Bahn, Vice-President; Charles A. Alicoate, Secretary; M. H. Shapiro, Associate Editor. Terms (Post free) United States outside of Greater New York, one year, \$5; foreign, year, \$10. Subscriber should remit with order. Address all communications to RADIO DAILY, 1501 Broadway, New York, N. Y. Phone Wisconsin 7-6336, 7-6337, 7-6338. Cable address: Filmday, New York. Hollywood, Calif.—Ralph Wilk, 6425 Hollywood Blvd. Phone Granite 6607.

Entered as second class matter April 5, 1937, at the postoffice at New York, N. Y., under the act of March 3, 1879.

FINANCIAL

(Saturday, Sept. 18)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Am. Tel. & Tel.	161 1/8	159 1/4	159 1/4	- 2
CBS A	26 1/4	26 1/4	26 1/4
CBS B	26 1/4	26 1/4	26 1/4
Crosley Radio	15	15	15
Gen. Electric	47 3/8	45 3/4	45 3/4	- 2 1/2
North American	22 3/4	21 7/8	22 1/4	- 1/2
RCA Common	10	9 1/2	9 1/2	- 1/2
RCA First Pfd.	67 7/8	66 3/4	66 3/4	- 1 3/4
Stewart Warner	14 7/8	14 7/8	14 7/8	- 3/8
Zenith Radio	35 1/2	33 1/2	33 1/2	- 3

NEW YORK CURB EXCHANGE

Hazeltine Corp.	14 1/4	14 1/4	14 1/4	- 1/4
-----------------	--------	--------	--------	-------

OVER THE COUNTER

	Bid	Asked
Stromberg Carlson	11 1/8	12 3/8

Promotions at KIRO

Seattle—Loren B. Stone, formerly commercial manager, has been made assistant business manager of KIRO. He will still handle promotion and national business in his new job. Arch Morton takes the title of commercial manager and will devote his time chiefly to local sales. H. J. Quilliam is general manager of the station.

Mayo Joins Sound Corp.

Eugene Bresson, president of Sound Reproductions Corp., has appointed John Mayo, formerly of NBC, as executive in charge of sales. Sound Reproductions has just undergone an extensive re-organization in order to meet increased commercial commitments.

★ THE WEEK IN RADIO ★

... AFM is Still "Dynamite."

(Continued from Page 1)

adequate representation ... A special attorney will be hired.

The independently owned affiliates of the major webs met over the week and did their stuff ... apparently it is now up to the rest of the broadcasters to fall in line ... Oct. 15, is the new deadline, but if the broadcasters do not show a desire to come through before this time, the threatened strike is apt to become a reality more suddenly than most radio men realize ... not that Joe Weber and other members of the AFM Executive Committee do not appreciate what the broadcasters are up against ...

CBS daytime sales jumped 257 per cent for the summer months of July and August, as compared to same period a year ago ... Kendall B. McClure of WOAI was elected president of the Association of Radio News Editors & Writers, at the convention in Chicago ... Hearing was held in Omaha on the constitutionality of the anti-Ascap law and decision held in abeyance pending the filing of briefs ... Music trade fair

practice hearing will be held in Washington at the FTC offices on Oct. 4 ... when adopted the code will seek to preclude bribery of radio artists to sing or play compositions for monetary or other considerations ...

R. G. Brophy, manager of NBC station relations department, resigned to again join the Canadian Marconi Co., and Keith Kiggins succeeded him ... More stations were signed by two unions, the AGRAP and ACA, all located in the East ... Harry Fox, general manager of Music Publishers Protective Ass'n, warned publisher members against signing the proposed new form of contract proffered by the Song Writers Protective Ass'n ...

CBS earnings for first six months of 1937 revealed an increase of 25 per cent, amounting to \$1.48 a share ... NBC is set to carry the largest list of news programs this fall in its history ... RCA plans a \$1,000,000 addition to its plant in Harrison, N. J.

Dodge Dealers Sponsor U. of Minn. Football

(Continued from Page 1)

actual broadcast of the games from the field, the plugs being limited to a 15-minute preview preceding the game and a 15-minute review at the finish, but the sponsors will expand their service to listeners by also conducting a pre-game football party each Friday night. Halsey Hall will describe the games, also emcee the Friday party, titled "Football Highlights," which will have Leonard Leigh, KSTP musical director, and other musical talent.

New W. E. Amplifiers

Western Electric is introducing two new audio frequency amplifiers for use in operating monitor loudspeakers. Known as the 94C and 94D, they provide large power output at low cost and employ the stabilized feedback principle developed by Bell Telephone Laboratories and are shielded so as to be free from cross talk and a-c interference.

33 Stations for Fla. Citrus

The Florida Citrus-Emily Post series which starts on CBS Oct. 19 at 10:30-10:45 a.m., will be aired on 33 stations each Tuesday and Thursday. Program will be entitled, "How to Get the Most Out of Life."

Philharmonic Resumes Oct. 24

New York Philharmonic Orchestra will begin its tenth year of CBS broadcasting Oct. 24 when the first of 28 Sunday programs will be aired.

NBC Adds Football Games

The Army-Columbia and Carnegie Tech-Purdue football games on Oct. 9 have been added to NBC's schedule.

Oldsmobile Sponsoring Mich. Football Games

(Continued from Page 1)

starting Sept. 25, with Howard Finch describing the plays. Oldsmobile will sponsor the broadcasts.

Other MRM football airings will include a weekly series of Wednesday sports broadcasts starting this week featuring Coach Charlie Bachman of Mich. State and an orchestra under Benny Kyte, sponsored by Auto Owners Insurance Co., and a Friday forecast program featuring Carl Gensel, also beginning this week.

Starr to Cover Show in Wash'n

Martin Starr, WMCA movie and drama commentator, will make a special trip to Washington Sept. 25 to review the new Osgood Perkins-Gertrude Lawrence show, "Susan and God." Starr will broadcast his review that same night from WOL.

Spots Used on Durbin Film

Universal Pictures, J. Walter Thompson, took spot programs on WOR over the week-end to plug the new Deanna Durbin picture, "100 Men and a Girl," which opened at the Roxy on Friday.

7-Up on Football Schedule

El Paso—The 7-Up Bottling Works has signed for the biggest football sponsorship in KTSM's history. Broadcasts include entire schedule of Texas College of Mines and other events.

Mark Twain on WHN

Federal Theater Radio Division is presenting "Mark Twain" on WHN at 7:30 tonight. Edward Latimer will play the title role, and Ira Ashley will direct.

COMING and GOING

FRANK SCHREIBER, WGN publicity director, NAT ABRAMSON, head of WOR Artists Bureau, and ROBERT BRAUN of the Don Lee Artists Bureau, sailed Saturday on the Rotterdam for a West Indies cruise.

GABRIEL HEATTER, MBS commentator, returned from Chicago this morning.

E. H. SCOTT, manufacturer of De Luxe radios, sailed for Europe to get his new London plant into operation.

DON AMECHE left the coast last week for New York and a Bermuda vacation.

BARBARA STANWYCK sailed from New York on the Virginia last Saturday, returning to Hollywood.

KATE SMITH arrived in New York last week after a three-month vacation.

AILEEN STANLEY has postponed her return until Oct. 1 from her BBC appearances in England and other foreign engagements.

SHEILA BARRETT, being held over for another week at Boston's Mayfair Club, was in and out of New York yesterday for her Gulf program guest performance. She returns to New York for her Gruen program Oct. 3 and the Rainbow Room opening Oct. 6.

OSCAR BRADLEY, following his Gulf broadcast next Sunday, leaves for Hollywood, where his orchestra will again be featured with Phil Baker, who returns to the CBS airwaves Oct. 3.

OZZIE NELSON and orchestra, with Harriet Hilliard, leave Wednesday for the coast to do film and radio work.

GORDON SOULE, head of Aerograms Transcriptions of Hollywood, was in Chicago last week conferring with John Van Cronkhite. He then went to Detroit with M. H. ("Fete") Peterson, VCA v.p., for a huddle with General Motors crowd.

LYNN BRANDT will be in New York this week from Chicago to broadcast Carnival of Champions on Thursday for NBC.

Ala. First for Pontiac

Alabama University will inaugurate the new Pontiac "Varsity Show" series on Oct. 1 over NBC Blue at 8-8:30 p.m. Paul Dumont will emcee the programs.

More Stations for Kate Smith

WEOA, KDAL and WKBH have been added to the CBS network which will air the General Foods-Kate Smith program which begins Sept. 30, 8-9 p.m.

WHIP Starts Oct. 1

Hammond, Ind. — WHIP, the new Dr. George Courrier station, expects to go on the air Oct. 1. Francis Obert has been added as announcer. Doris Kean is program manager and Everett Parker production manager.

Jack Major, "the man from the South," who sings, whistles and yodels. There hasn't been a nicer, cleaner personality on the vaudeville stage in this city in the last decade.

GOLDEN GATE THEATRE - SAN FRANCISCO

Just One of the Reasons Why

COLONEL JACK MAJOR

Is So Popular With

THE LISTENING AUDIENCE

MONDAYS - 3-3:30 E.D.S.T.

WABC - COLUMBIA NETWORK

WOPI "The Voice of the Appalachians"
BRISTOL --- TENNESSEE VIRGINIA

THREAT OF AFM STRIKE SEEN AGAIN IN DELAY

(Continued from Page 1)

visory Committee has sent an urgent letter to broadcasters asking immediate compliance with request that its questionnaire be filled out and returned immediately. Otherwise, the broadcasters are informed by the committee, "the conclusion of these negotiations will be conducted in a state of hysteria and hostility and there will be losses and bitterness we are striving to avert."

Since stations cannot operate with an undue burden and networks cannot operate without the affiliates, the committee said in its letter, it is endeavoring to better the network offer of a 10 per cent contribution and will use its own judgment and accept responsibility of recommending by mail whether the final offer should be taken, and in case of acceptance the method of distribution of the proceeds.

"In case of rejection," the letter reads, "your committee will feel compelled to abandon further efforts to distribute the load for the affiliates and will step aside. In such an event the strike will probably follow promptly."

In an effort to preclude station revenue figures being made known to outsiders, the committee has informed the broadcasters in its letter that the accounting firm of Ernst & Ernst will handle the figures. In case of question, the Ernst & Ernst certificate will be accepted and the firm is sending out the questionnaires direct.

Failure of NAB members to fill out and return the questionnaire sent out by NAB is decried in the letter because the committee, while conferring with the AFM, had to accept the AFM figures on musician employment, there being no other accurate estimates available. AFM figures compiled by William J. Kerngood, secretary emeritus of the AFM, revealed that network owned and managed stations, excluding original key outlets, employed about 775 staff musicians at a total salary of \$1,500,000; there were staff musicians employed in 109 such outlets of the 259 in the group; 150 affiliates employed no musicians whatever; the eight original key stations are using 360 staff musicians and among the non-network stations, 85 out of 325 employed a total of 420 staff musicians. Grand total (including organists, etc.) is placed at 1,555 staff musicians now employed.

Rest of the letter informs the broadcasters of its progress and anent the formula being worked out

★ Programs That Have Made History ★

WEEI's Weather Man

TURNING a boyish hobby into a \$10,000 a year position should be the title of this story regarding the first broadcasting meteorologist in the world, E. B. Rideout of WEEI, the Columbia Broadcasting System of Boston.

Rideout was not only the first weatherman on the air but up to a few years ago he was the only one. His twice daily forecasts of New England weather service is not the only first either. WEEI boasts of being the only radio station in the country with its own weather equipment installed on the roof of its building, at 182 Tremont Street, overlooking historical Boston Common.

Last month Rideout celebrated his twelfth year on the radio. Today Rideout's voice is the oldest heard through the ether from that popular Boston station. He recently completed his 6,500th broadcast.

Last Fall Rideout was the only weather forecaster in the East who predicted a light winter, with not much ice and snow. The others all snickered up their sleeves and opined that at last old man Rideout was wrong, but he called the turn again, and had the last laugh as usual. It is interesting to note that over a period of years Rideout's weather predictions have been 85 per cent correct

as against that of 60 per cent of other weather bureaus.

After Rideout made his first broadcast in 1925, he continued on the air once weekly with weather talks for 14 months as a sustaining feature. Then he went commercial and from October 19, 1926 to May 1, 1927, he was heard with weather forecasts each night. From that date to the present time has been heard twice daily, at 8:00 in the morning and again at 11:00 o'clock at night, winter and summer, never missing a single broadcast. He is frequently heard in bad weather with several special storm warnings during the day in addition to his regular service.

During his working days and evenings, including Sundays at home, he receives on an average of from 15 to 300 telephone calls daily. Railroads, steamship companies, department stores, city and state highway departments, power companies, bus lines, school officials, eating places, summer resorts, theaters, and many other business institutions bank on him for weather information. Several years ago when the U. S. Navy submarine S-4 sank in Provincetown harbor off Cape Cod, the Commandant of the Boston Navy Yard in charge of raising the sub, took his weather information from Rideout by special wire daily.

WTAM and NBC Cover Western Open Tourney

Cleveland—Golf fans of northwestern Ohio and the nation received complete coverage of the 37th Western Open Golf tournament at Canterbury Golf Club, Friday through Sunday, when WTAM aired 17 broadcasts from the scene. Six programs were fed to the NBC-Red network during the three days. Tom Manning, veteran WTAM and NBC sports announcer, and Russell Wise gave play-by-play accounts. Three pack transmitters and parabola mikes were used in the broadcasts.

Concert Series Concludes

Columbia Concert orchestra will conclude its summer series of Sept. 23 with the Kate Smith show taking over the 8-9 p.m. spot the following week. It is possible that the concert series may be shifted to another date, but as yet there has been no spot set.

in definite form after adoption by both sides. Samuel R. Rosenbaum of WFIL, who is also an attorney, hopes to have the standard provisions of a national contract ready by tomorrow. The committee also stated in the letter that, after careful consideration, any formula adopted as to allocation of additional expenditures will have to be based on station revenue.

Atl. Refining Extends Football to New England

(Continued from Page 1)

England stations (WEEI, WDRC, WMAS, WPRO and WORC) beginning next Friday, 6:15-6:30 p.m. N. W. Ayer placed the account.

"Funnies" Over WORC

Worcester — The Worcester Evening Post "funnies" will be read over the air daily beginning today, over WORC at 5:15 to 5:30 p.m. The newspaper is giving a strong buildup to the feature. "Big Brother Bill" is to do the job and it is expected that the show will pull a tremendous audience of children. Plan is to make the feature available to a national spot advertiser after a few weeks on the air.

"Helping Hand" Returns

Jacob S. List, consulting psychologist, started his new series of fall broadcasts over WMCA on Saturday at 9 a.m., programmed as "The Helping Hand."

AL DONAHUE

Now Appearing
ROOSEVELT HOTEL,
New Orleans
Opens at the Rainbow Room Oct. 6th
For Fall and Winter Season
Fourth Return Engagement

HEARST NOT DROPPING ANY RADIO PROPERTIES

(Continued from Page 1)

with expansion plans. Gough also stated that there was no intention to break the McClatchy affiliation on the coast, nor was there any undue worry about the earnings of KYA or KEHE.

Texas property is actually on a paying basis and growing constantly, Gough said.

Sigworths Locating Here

Dan and Sylvia Sigworth, who write and play 14 characters in the "Romance of Dan and Sylvia" serial, are apartment hunting in New York after a summer vacation in western Pennsylvania. They returned with 65 new scripts of their act which played WMAQ, Chicago, and KDKA, Pittsburgh, for seven years. Production will be handled by Conquest Alliance Co., with whom the pair are under contract for two other series.

Philco Sponsors WNBC Games

New Britain, Conn. — Philco and eight of its dealers here will sponsor the seven home football games of New Britain high school over WNBC. "Fordham Harry" Ginsberg will describe the games, with Hal Goodwin assisting. Sales Manager Larry Edwardson closed the deal.

Bob Stanley in WOR Band Post

Robert Stanley has been appointed WOR house band director. He succeeds Nat Brusiloff who resigned the post some weeks ago.

Legion Luncheon on WMCA

American Legion Luncheon to be held at the Kiwanis Club meeting will be aired over WMCA on Wednesday at 1:15-1:45 p.m. from the McAlpin Hotel.

There is no Substitute
for Coverage

W S Y R

Send for New 16-County Program Survey

SYRACUSE, NEW YORK

ANICE IVES'

"EVERYWOMAN'S HOUR"
WMCA

Mon. thru' Fri., 11:15 to 11:45 A. M.

"There's nothing she can't sell."

Program Comments

"Vallee Varieties"

Still adhering to his policy of introducing new personalities to the listening audience, Rudy Vallee last Thursday brought the Stroud Twins before the mike, and though highly touted, the boys failed to meet the usual high standard of Vallee discoveries. One twin did a female impersonator, the other was more or less straight man; the boys present a droll type comedy that failed to impress very heavily on this occasion. High spot of the hour proved to be Willie Howard with another of his "French lessons." Maurice Evans and Edith Barrett in a "Paolo and Francesca" bit was a bit on the arty side. Tommy Riggs and "Betty Lou" were good as usual.

"Kitchen Cavacade"

Returning to NBC-Blue, Monday through Friday at 10:45-11 a.m., with the same type of program he did earlier in the year for C. F. Mueller Co. (macaroni), Broadway producer Crosby Gaige again plays the chef role in a potpourri of kitchen talk, accordion music, theatrical personalities, etc. The program is a rather curious mixture, but is genially and entertainingly dispensed. Strange food customs of past ages and distant places are mixed in with modern culinary hints. Joe Biviano is the accordionist, and guest stars are part of the policy.

★ F. C. C. ★ ACTIVITIES

HEARINGS SCHEDULED

Sept. 20: WNBZ, Saranac Lake, N. Y. Vol. assignment of license to Upstate Broadcasting Corp. 1290 kc., 100 watts, daytime.

Sept. 21: KPOF, Denver. Mod. of license to increase power to 1 KW. 880 kc., shares time with KFKA.

Southern Broadcasting Corp., New Orleans. CP for new station. 1200 kc., 100 watts, 250 watts LS, unlimited.

Sept. 22: WIBG, Glenside, Pa. CP to increase power and change hours of operation to 5 KW., Local Sunset. 970 kc.

Havens & Martin, Inc., Petersburg, Va. CP for new station.

Petersburg Newspaper Corp., Petersburg. CP for new station.

John Stewart Bryan, Petersburg. CP for new station.

Sept. 23: Sharon Herald Broadcasting Co., Sharon, Pa. CP for new station.

Allen T. Simmons, Mansfield, O. CP for new station.

John S. Allen & G. W. Covington, Jr., Montgomery, Ala. CP for new station. 1210 kc., 100 watts, daytime.

WELI, New Haven. CP to change power and hours of operation to 250 watts, 500 watts LS., unlimited. 930 kc.

Lawrence K. Miller, Pittsfield, Mass. CP for new station.

Sept. 24: L. L. Coryell & Son, Lincoln. CP for new station.

KFOR, Lincoln. CP to change frequency and power to 1450 kc., 1 KW., 5 KW. LS., unlimited.

KCMO, Kansas City. CP to change frequency and power to 1450 kc., 1 KW., unlimited.

Carl Latenser, Atchison, Kans. CP for new station.

United Theaters, Inc., San Juan, P. R. CP for new station.



● ● ● George Fischer, the up and coming Hollywood gossip, got a big-time chance on the NBC-Blue Sunday night, pinch-hitting for Walter Winchell, who was ill... The other day the papers broke pictures that Shirley Lloyd, Ozzie Nelson's vocalist, had been rushed off a train en route to Boston because of illness. An incriminating feature of this story was that Ozzie's p. a., Mack Millar, was along for the ride. The story is the McCoy, though... Freddie Gibson, the vocalist on the Lucky Strike "Hit Parade," though still singing with Richard Himber's band, has notified the maestro that his ties on her are off... Ned Wever, NBC dramactor, has been passing out cigars for a week—it's a girl.

● ● ● Though "all the world loves a lover,"—all columnists find room for the bright sayings of youngsters—because, who knows, some day these kids may themselves be columnists... Frank Unterberger, chief engineer at WDAS, Philly, brought his youngest son, aged 2½ years, into the Control Room last week. The kid gazed rapturously at the new RCA turn-tables spinning merrily away, and gurgled, "Oh! Daddy! I wanna wide ona Mewwy-Go-Wound"... WOR's "Let's Visit" show tomorrow with Dave Driscoll and Jerry Danzig will revolve about the visiting Legionnaires—but an entirely new angle. The boys will air the show from the A. L. trailer camp located up in the Bronx—and will take the mike from trailer to trailer, asking the boys how they enjoyed the trip to N. Y. from the scattered parts of the country. Incidentally, tomorrow, Jerry and Dave celebrate their first year of this show—and deserve a round of applause for doing a swell job. Or maybe the Legion came into town especially for this purpose?

● ● ● Hollywood is supposed to be "heartbreak town" for flicker-ambitions and N. Y. the same for the air-minded... Well, the other day, in the course of browsing about, we came upon something that O. Henry would have loved to have written... About a year and a half ago, a kid won Fred Allen's radio amateur contest and the prize was a week's engagement at the Roxy theater. Songplugger Jack McCoy of Famous had heard the kid and went backstage to see him. After the introductions (and the kid not being a "plug" yet) Jack invited him out to lunch at Roth's. This was a Thursday afternoon. The talk centered about the kid's past, present and hopes for the future. Jack listened... Much has happened in the past year and a half for the kid. From the Roxy he is now a network star. But every Thursday afternoon you'll see him cutting roast-beef hash with Jack McCoy at Roth's—in the same booth they occupied the first time... The kid's name is Del Casino... Fred Norman has a show set with CBS which will feature Dell Sharbutt, the wordslinger, thrice weekly.

● ● ● Though Jean Sablon's name has appeared here many times, not until the other night did we have the pleasure of hearing his voice. To these ears, Jean has more sexiness in his vocal chords than your Gables, Taylors and Powers... Now he's returning to Europe. We don't know if it's a permanent departure from these shores—but if he returns, his mentors should go out and hire a good exploiter and exploit Jean Sablon... He should be mobbed by women—if they'd only listen... But, like us, they don't even know when he's on the air... With the fall season on us—guestar or celebrity nights have made their debuts... Recently, Eddie Wolpin, a music man, opened an apartment and invited the boys—provided they brought a "major plug" along with them!

Coming Events

Sept. 18-27: International Radio-Television Exposition under auspices of S.P.I.R., Palais de Foire, Lyons, France.

Sept. 25-30: International Exposition of Radio, Porta Bastioni di Venezia, Milan.

Oct. 4: Popular Music Publishing Industry trade practice hearing, before Federal Trade Commission, Washington.

Oct. 12: National Ass'n of Broadcasters board of directors meeting, Waldorf-Astoria, New York.

Oct. 16: Educational Broadcasting conference called by KSTP, St. Paul.

Oct. 21-22: American Ass'n of Advertising Agencies Pacific Coast Convention, Hotel Del Monte, Del Monte, Cal.

Oct. 27-30: Annual meeting of Association of National Advertisers, The Homestead, Hot Springs, Va.

Nov. 1: Inter-American Radio Conference, Havana.

Dec. 8-12: Eighth Annual International Radio Club Party, Havana.

Feb. 1, 1938: International Telecommunications Conference, arrangements being made by General Manager of Egyptian State Railways, Telegraphs & Telephones, Cairo, Egypt.

F.T.C. Cases

Under a stipulation entered into with the Federal Trade Commission, Bristol-Myers Co., in the sale of Minit-Rub, agrees to stop asserting that this preparation affords double relief from chest cold, unless the assertion is limited to relief from the symptoms associated with or resulting from chest colds. The company will also stop asserting that Minit-Rub will penetrate to the muscles and deep into the pores, affording long-lasting relief, and that the product will relieve throbbing headaches, unless such claim is limited to indicate throbbing headaches due to nerve disturbances or nasal congestion.

Stipulations signed the past month with the F.T.C. to cease and desist from unfair representations in the sale of products included Duart Mfg. Co. (Crema de Milk), San Francisco, and A. J. Krank Inc. (cosmetics and hair preparations), St. Paul.

WJBK Football Lineup

Detroit—WJBK has completed arrangements for the football broadcast season. This year WJBK will air all of the Lions professional football games both at home and away. Harry Wismer will handle the At Home games and Al Nagler will reconstruct the out-of-town games. All of the University of Detroit games will be heard with Al Nagler doing both in and out of town tussles.

Lyn Murray's Quartet

Lyn Murray of the choral groups tries his hand for the first time in the quartet field with The Four Clubmen. CBS will give new quartet a build-up for the fall season.

AGENCIES

FRANKLIN B. COOK, former advertising man for resort, travel and hotel account, has become an account executive with the Albert Frank-Guenther Law Advertising Agency.

JOHN MARSHALL CHALFANT 2d of Wm. B. Remington Advertising Agency, Springfield, Mass., was married Saturday to Mary Haight, junior leaguer at the Haight farm in Blanford, Mass.

CHAS. DALLAS REACH CO., Newark, N. J., has been appointed to handle the advertising of Portable Light Co. of New York, designers and manufacturers of marine searchlights and emergency lights for public utilities. Bryant Griffin is account executive.

REUBEN PETERSON JR., former member of the firm of Roberts Everett Associates, has been appointed publicity director of Erwin, Wasey & Company. Innes Harris, who was directing the publicity, along with other activities, will now devote his full time to radio for the company.

H. O. NADLER has become an account executive with Ferry-Hanlet Co. Nadler recently resigned from Geyer, Cornell & Newell.

THOMAS J. REESE, formerly with Erwin, Wasey & Co., and Aubery A. Levenseller, previously with Bayless-Kerr Agency, are now with the Cleveland offices of McCann-Erickson.

Follow Ups for KSFO Accounts

When a listener writes or telephones KSFO, San Francisco, to ask where a certain advertised product can be purchased, the merchandising department follows up these leads by writing a letter to one or more stores in the neighborhood of the questioner.

These letters advise the stores that certain buyers in their vicinity have queried the station regarding a certain product.

Henceforth the KSFO information desk will give these questioners the store's name.

Heatter's Boy Scout Book

Gabriel Heatter is working on a book about Dr. James E. West, the Boy Scout executive, for fall publication. Book is not a biography.

New Virginia Corporation

Newport News-Colonial Broadcasting Corp. of this city has been chartered with maximum capital of \$50,000. B. Botton is president.

1	9	3	7
SUN	MON	TUE	WED
4	5	6	7
10	11	12	13
16	17	18	19
20	21	22	23
24	25	26	27
28	29	30	

Greetings from Radio Daily

Billy White
Alma Dettinger
Aaron S. Bloom

★ PROMOTION ★

Ted Malone Poetry Contest

Making the airwaves a market for original poetry, Ted Malone, CBS poetry reader, will inaugurate a prize winning contest for original verse on his "Between the Bookends" program on Oct. 1. Ten dollars will be awarded five times weekly for the best original work submitted. It will be read during the "Between the Bookends" broadcasts heard Mondays through Fridays at 2:45. Awards will be made by Malone and a board of judges. The rules also stipulate that all poems submitted be unpublished and original.

NBC Drama Booklet

To publicize the forthcoming Maxwell Anderson radio plays, NBC is mailing out a 20-page 10x12 inch

slick-paper booklet to the trade. Promotion piece also covers the past John Barrymore Shakespeare series and the Radio Guild productions.

Booklet has a blue cover done in old-fashioned type. At least 20 different type faces may be found on the cover.

WATL News Tabloid

WATL, Atlanta, put out a four-page tabloid "extra," titled "WATL News," calling attention to its news broadcasts and policy on news. Pictures of the station's newsroom, as well as photos of Newscaster Dick Pyron, Manager Maurice Coleman and other pictures, text and ads occupied the pages. The station airs news hourly on the hour.

NEW BUSINESS

WOAI, San Antonio

American Home Products (Anacin), through Blackett - Sample - Hummert, Chicago; Texas Commentator, Austin (magazine), through Shea Radio Adv'g, San Antonio, on TQN; Gold Dust Corp. (Silverdust), through BBDO, N. Y.; Folger Coffee Co., Kansas City, through Blackett-Sample-Hummert, Chicago; Oneida Ltd., through BBDO, Buffalo; Mantle Lamp Co., through Presba, Fellers & Presba; Oldsmobile, through D. P. Brothers & Co., Detroit; Byer-Rolnick Co. (Resistol Hats), Dallas, through Pitluk Adv'g Co., San Antonio, on TQN.

WPTF, Raleigh

Gen. Electric Supply, "Hot Shots"; Dr. W. B. Caldwell, "Monticello Party Line"; Procter & Gamble, "Vic and Sade" and "The O'Neills"; Pontiac, "Varsity Show"; Gruen Watch, "Time of Your Life"; Sherwin-Williams, Metropolitan auditions; Wanda Co., "Little Orphan Annie"; Gen. Foods (Log Cabin Syrup), Jack Haley; Comet Rice, Women's news review; BC Remedy Co., collegiate football.

WCKY, Cincinnati

Olds Motor Co., disks, through D. P. Brother & Co., Detroit; Vick Chemical Co., spots, through Morse International Inc., N. Y.; Reid, Murdoch & Co., spots, through Rogers & Smith, Chicago; Ironized Yeast, disks, through Ruthrauff & Ryan, N. Y.; General Pharmacal Co. (Etro tablets and Minraloids), spots, through William F. Holland, Cincinnati.

WBT, Charlotte

Chatham Mfg. Co., Winston-Salem, N. C. (blankets, sheets, etc.), commentator program by William Winter, attorney and theater enthusiast.

WHN, New York

New York State Bureau of Milk spots, through J. M. Mathes Inc.; Bernard Perfumer, St. Louis, beginning Nov. 16, twice-weekly 15-minute musical show, through Sol Johnson Co., Chicago; E. Griffith Hughes Co., Rochester, starting Sept. 27, 15-minute script show, five times weekly, through Stack-Goble.

Chicago

WMAQ: Look Magazine, disk music, with Del King announcer; Eaton Paper Co., disks.

WGN: Maine Development Commission, through Brooke, Smith, French & Dorrance.

WLS: Ralston-Purina, "Sing Neighbor, Sing."

KFEL, Denver

Utilities Engineering Institute, through United Agency; Musterole Co., through Mutual; Sherwin-Williams Paint, Zenith Radio, Campana, General Motors Concerts, Lamont Corliss (Pond's Cream) and Elizabeth Arden, all through NBC.

KSTP, El Paso

Oldsmobile Motor; Gen. Mills, "Jack Armstrong"; Oxydol, "Ma Perkins"; W. T. Grant Stores, disks; Chevrolet, disks; Dr. Caldwell's Syrup of Pepsin; White King Soap; Sheaffer Pen Co.

San Francisco

KYA: Lydia Pinkham Co., "Voice of Experience," disks; Transcontinental & Western Air Inc., spots.

KSFO: American Popcorn Co., ET's, through Coolidge Programs Adv'g Co., Des Moines.

WSPR, Springfield

Socony-Vacuum Oil Co., two half-hour daily broadcasts from Eastern States Exposition, Sept. 20-27.

GUEST-ING

RICHARD CROOKS, on Ford Sunday Evening Hour, Sept. 26 (CBS, 9 p.m.). Also booked for same program: KIRSTEN FLAGSTAD, Oct. 3; LUCREZIA BORI, Oct. 10; LAURITZ MELCHIOR, Oct. 17; LOTTE LEHMAN, Oct. 24; BIDU SAYAO, Oct. 31; JASCHA HEIFETZ, Nov. 7; CHARLES KULLMAN, Nov. 21; GLADYS SWARTHOUT, Nov. 28; LAWRENCE TIBBETT, Dec. 5; NINO MARTINI, Dec. 12; HEPZIBAH and YEHUDI MENUHIN, Dec. 9; RICHARD BONELLI, Dec. 26; EZIO PINZA, Jan. 2; SIGRID ONEGIN, Jan. 9.

TALLULAH BANKHEAD and HENRY FONDA in "Camille," on Kate Smith program, Sept. 30 (CBS, 8 p.m.).

JOE COOK and JOAN EDWARDS, on final airing of Gulf Summer Stars, Sept. 26 (CBS, 7:30 p.m.).

ERIN O'BRIEN - MOORE and MARU CASTAGNA, on Chamberlain Brown's program, today (WMCA, 1:20 p.m.).

DORIEN GALE of the Roy Campbell Royalists was on the Major Bowes Family program over CBS yesterday.

AMOS 'N' ANDY will do a repeat on the Packard program early in October.

CLARK GABLE in "Cimarron," on Lux Theater, Sept. 27 (CBS, 9 p.m.).

QUEENA MARIO and ORPHEUS CHOIR, on "Magic Key of RCA," Sept. 26 (NBC-Blue, 2 p.m.).

TONY MARTIN, JOAN DAVIS with RITZ BROTHERS in "Life Begins in College," on "Hollywood Hotel," Sept. 24 (CBS, 9 p.m.).

ALICE BRADY, WILLIAM GARGAN and CHARLOTTE BOERNER, on Kraft Music Hall, Sept. 23 (NBC-Red, 10 p.m.).

DOCK ROCKWELL, SIX QUEENS OF HEARTS and QUENTIN REYNOLDS, on Rudy Vallee hour, Sept. 23 (NBC-Red, 8 p.m.).

Mark Bowman Joins KOIN

Portland, Ore.—Mark K. Bowman, formerly with KPQ, has joined KOIN here as announcer-writer. He succeeds Johnny Carpenter.

**FRANK
DeGEZ**

CUSTOM CLOTHES

46 WEST 48 ST.
NEW YORK

BRyant 9-9746

It's a great feeling to be really well dressed at all times. Fine imported materials smartly tailored will give you that feeling. We know. We have been dressing some of the best known Radio, Stage and Screen artists for years. Suits priced \$65.00 up.



WARREN HULL, who is appearing in "Show Boat," is a recent addition to the new Jack Haley "Log Cabin" show which starts Oct. 8 on NBC-Blue. Virginia Verrill, also of "Show Boat," also moves over. Benton & Bowles is the agency.

Maureen O'Connor, "Radio Baby Star of 1937," made her bow on Mutual with Walt Schumann's "Swing-semble" airing on Saturday.

KFWB inaugurated the Harry Maizlish idea of charging a "tax" on audience broadcast admissions with Haven McQuarrie's "Do You Want To Be an Actor?" on Friday night. Proceeds from the nominal 6 cents collected will be turned over to a fund to provide breakfasts for underprivileged and undernourished school children.

NBC's John Swallow, accompanied by Frederick Lauscher, NBC attorney, off to San Francisco to straighten out some Social Security angles and tangles with department heads in the Bay City.

Sara Langman, writer, director and producer of the dramatic series heard on KFWB on Saturdays at 8:00 to 8:30, is doing a radio version of "East Lynne." Appearing in the modernized script are: Rosa Barcello, Pauline Winslow, Charles Carroll, Lois Corbett and Handley Stafford.

Alfred Span, transferred from CBS in New York to take charge of sound effects at CBS here, checked in at KNX.

"Red" Corcoran and Ken Browne, gag-writing team on the Al Jolson show, are both comics of yesterday. Remember 'em on Johnny Murray's KFWB "Sunday Night Hinks" in its hey-day?

Maurie Webster, KNX announcer, has been doubling as an actor on several recent KNX programs.

Carol Loffner will wave the stick over the orchestra for the duration of the Olsen and Johnson tour and NBC broadcasts from San Francisco, Seattle and Portland, on Sept. 29 and Oct. 6 and 13, respectively.

"Calling All Cars" has been renewed for another year on KNX and KSFO, San Francisco.

Bill Roberts, KFI baritone, has been set in an important role in Paramount's "Big Broadcast," now shooting.

By a peculiar coincidence, Harriet Cruise, soprano, and Henry Cruise, tenor, both well-known in radio in other producing centers, made their respective debuts here on "New Horizons" over KNX on Friday night.

Morey Amsterdam, Al Pearce graduate who now has an NBC program, "Night Club of the Air," from Chicago, is in town for a brief visit with his wife, Mabel Todd.

Eddie Miller, NBC control engineer, arrived from New York to

STATIONS OF AMERICA

Highlights in the Development of Outstanding U. S. Radio Stations

WHBQ—Memphis

1370 Kilocycles—100 watts

THOS. THOMPSON, President

E. A. (BOB) ALBURTY, General Manager

EUGENE POURNELLE, Commercial Manager

WHBQ first saw the light of day in March, 1925, and is the second oldest station in Memphis in point of being licensed in the city of Memphis proper. Owned and operated by Broadcasting Station WHBQ Inc., the station's personnel is headed by Bob Alburty, general manager; Eugene Pournelle, commercial manager; Emmett McMurry, program director, and Weldon Roy, chief operator under the direction of S. D. Wooten Jr., engineer.

Since its inception, WHBQ has catered to local interest programming, having created and presented many new and novel program types to appeal to Memphians. Remote facilities are used extensively in bringing to its audience events of pertinent interest. Originally located in the Derman Building, WHBQ's studios were moved in 1932 to larger, modernistic quarters in Hotel Claridge, with the transmitter location being changed the same year to the station's own new, modern brick bungalow. In 1935, WHBQ had already outgrown its new space, progressing through the depression years to the point where much larger space was acquired, also in Hotel Claridge. Present accommodations include three studios, control room, equipment room, audition room, music and sales room, along with private offices for Alburty, Thos. Thompson, president, and Pournelle.

In the fall of 1936, WHBQ acquired a separate auditorium studio, seating 650 persons, where full length productions are presented to capacity audience. This Radio Playhouse is equipped with full stage, drops, dressing rooms, and a three manual pipe-organ, and is the only such auditorium studio in Memphis.

WHBQ has become known as one of the South's outstanding sport stations, having broadcast wrestling and boxing matches for the past six years. This fall a schedule of more than 40 football games has been completed, and the 1938 road games of the Memphis Baseball Club will be aired over WHBQ.

take over his special assignments here, "Show Boat" and the Packard program.

Lani McIntyre will flit from the Seven Seas nitery to the Lexington Hotel, New York. Succeeded by Jimmy Lowell and his Sons of Hawaii, with this combination now heard on KMTR at the same time as the McIntyre remotes.

Jim Lyman and his wife are vacationing in Hollywood. He's in the NBC accounting department in San Francisco. Charles Gerrard, NBC actor in S.F., also in town for a look-see. Gerrard was on KGW, Portland, for years.

Minerva Eural and Russ Clark added to the cast of Columbia's "College Follies of 1938." Set by Thelma Weisser. More radio people being cast in this one daily, it seems.

Carlton KaDell, NBC announcer, flew to San Francisco immediately following his Chase & Sanborn stint on Sunday to attend a meeting of the American Federation of Radio Artists. Planes back for "Thrills" on Tuesday night.

Tracy Moore, NBC salesman, vacationed at Long Beach, Washington. Determined to keep awake with black coffee, he dropped into the town's lone restaurant only to find the lone prior customer was Edward Everett Horton, on a similar errand.

Everett Meade gets the assignment as aide to Glenall Taylor, Young & Rubicam producer, on the new "Silver Theater" series, doubling from his own production chores for Burns and Allen and the "House Undivided" programs.

Wesson Oil & Snowdrift Sales Co.

has renewed "Hawthorne House" over the NBC Pacific Coast Red for another year, beginning Sept. 26. Heard Sunday evening, 7-7:30, from San Francisco.

George Roberts, director of Associated Cinema Studio, is in town from San Francisco and will remain over for the May Robson premiere on Friday night.

Imperial Valley Theaters, five in all, in El Centro, Calexico and Holtville, are featuring the John B. Hughes' KHJ-Don Lee newscasts including a G.M.A.C. plug, for early-comers at 6:45 each evening.

Dave Howell, the "Crooning Troubadour" of the cruising taxicabs, has deserted KFAC to go twice-weekly on KMPC under sponsorship.

Dorothy Page, beautiful contralto who rose to fame over NBC networks, is being groomed for stardom by Republic Studios. She has just finished a part in "Manhattan Merry-Go-Round" and soon will be cast in other Republic films. She came to the attention of screen scouts while singing on the NBC Irvin S. Cobb's Paducah Plantation broadcast.

Syracuse Incorporation

Syracuse, N. Y.—Entry of Frank G. Revoir, civic leader, politician and businessman, into the Syracuse broadcasting field, is seen in the announcement here of incorporation of the Sentinel Broadcasting Corp. List of directors includes business associates of Revoir and the office address of the new firm is the same as that of his automobile agency. The firm is to be capitalized for \$105,000.



MINTO EVERITT has been cast for title role in F. & F. Cough Drops serial, "Jennie Peabody," to take air via CBS and transcribed spots on Oct. 18. Hazel Dopheide will support her. Calvert Hawes will handle production. Script is by Aline Neff. Through Blackett-Sample-Hummert agency.

Transcription work has been started on Skelly's "Court of Missing Heirs" which starts on CBS Oct. 11.

Mary Acree, sister of Chuck Acree, has joined WLS office staff.

Sawyer Biscuit Co.'s new interview program on WMAQ, starting Oct. 4, will be called "Studio Stooges," featuring Bob Hawk.

Kenneth Gordoni of WLS "Big City Parade," son of Lillian Gordoni, radio producer, left his job to attend school in the east.

Tom, Dick, Harry and Carl Hoeffe, arranger-accompanist, are planning to move to Hollywood Nov. 1. Plans are now under consideration to have them air their Mutual show for Fels-Naphtha from the west. They have some picture deals hanging fire.

Don Mihan, sound effects man on Fibber McGee show, is doubling as Jim Jordan's (Fibber) secretary.

Chief Clarence Taptuka (Hopi), now on WLS staff, has inducted Charles Kennedy of sales force into tribe under name Thunder Cloud. Kennedy is joining sales staff of KOY, Phoenix, from whence Taptuka came.

Manuel and Williamson Harpsichord ensemble which airs the "Past Masters" show on NBC, will open fall recital series at Northwestern U. next Wednesday.

Jo Dumond temporarily taking over the Acme White Lead program for Ed McConnell who has pneumonia. McConnell had been released from hospital, where he was convalescing from injuries sustained in accident when stricken with the pulmonary disease.

Harriette Widmer (Aunt Jemima) has received Roark Bradford's permission to have some of his stories adapted for radio.

WCKY Adds Femme Programs

Cincinnati—Several programs designed to increase the interest of woman listeners have been started on WCKY under supervision of Lloyd G. Venard, director of sales and merchandising. "For Women Only" and "The Household Hour," participating programs, have been added to the morning schedule, with Mary Jane and Lee Wood as commentators. A weekly series of interviews with prominent club women in connection with the Women's Exposition in November, and interviews being arranged by Virginia Golden with women business and social leaders, are other new items.

ORCHESTRAS - MUSIC

FRED WARING has been set for an additional two weeks at the Drake Hotel and then does a flock of theaters before returning to New York. Mrs. Waring and children will join him here shortly. Ronnie Ames, Waring advance man, is back from Hollywood.

Duke Ellington and his orchestra may go to England to make a motion picture if negotiations are brought out to a satisfactory conclusion. The pix will have an all color cast. Ellington has written the script and musical score.

Dusty Rhodes and band are in the Muehlebach Hotel grill, Kansas City, for an indefinite run, following Skeets Palmer.

Art Shaw has waxed the old refrain "How Dry I Am" for the express purpose of filling up the beer emporiums' coin machines. Patter by Brunswick.

Marian Manners, Southern songstress and the "Three Bad Habits" (Mickey Germano, Wally Rafford and Johnny Huebner), sophisticated swingsters, have been signed by Paul Whiteman and will appear with his band on a tour which began last week in Ft. Worth, heading toward the Pacific Coast. Other features in the band on tour include Jimmy Brierly, Roy Bargo, Jack and Charlie Teagarden, Charlie La Vere, Jeanne Ellis, Mike Pingatore and Al Gallodoro.

Benny Meroff goes into the Paramount theater, New York on Oct. 6.

KMTR, Los Angeles, is giving amateur song writers a break with a contest conducted by Walter and Will O'Friel in which only unpublished numbers will be considered. Lyrics minus music will have tunes added by the team. First airing is set for Monday, September 20.

Woody Herman goes into the Normandie Hotel, Boston, on Sept. 24, for indefinite period, with a Mutual wire. Set by Rockwell-O'Keefe.

Alfred Leonard, KMPC's (Los Angeles) learned music commentator, has inaugurated a series of 20 one-hour concerts of transcribed works of Beethoven, including nine well-known symphonies, five piano concertos, and other lesser known works, such as the rarely-heard "Battle Symphony" and the newly-discovered "Jena Symphony," recorded by the Concert Gebouw Orchestra of Amsterdam, with Wilhelm Mengelberg conducting. Programs are from 11 p.m. to midnight on Tuesdays.

Joaquin Grill, whose Fairmont Hotel orchestra is heard nightly over KSFO, San Francisco, is having more than enough trouble with his name.

KSFO's listener-mail department is willing to bet there are more different variations in the spelling of the name Grill than in Mr. Grill's piano. Letters have come into KSFO addressed: Gill, Rill, Lill, Brill, Dill, and Mill. One even called him Ill.

Lani McIntyre set by Rockwell-O'Keefe for the Lexington Hotel, starting Sept. 24, for four weeks, replacing the Aloha Islanders.

Woody Herman is transcribing his music on World Broadcasting System platters for audition circulation.

Cab Calloway opens the N. Y. Cotton Club tomorrow.

Vincent Lopez has gone into the business of producing swing in a big way. In addition to rebuilding his band and introducing "Suave Swing," he has written a swing tune, called "Going Hollywood," played for the first time over WOR from the Cleveland Great Lakes Exposition on Sunday.

Little Jack Little will be the featured attraction of the Pan-American Casino, at the Greater Texas-Pan American Exposition in Dallas the last three weeks of October. He will succeed Anson Weeks and his orchestra, which began a three-week run last Saturday.

Lawrence Welk and his orchestra are at the Rainbow Ball Room in Denver for an extended engagement. His music featuring accordion and electric organ is aired over KVOI, NBC Blue outlet, Denver.

Griff Williams and his orchestra wound up the season the other night at Denver's Elitch Gardens. His nightly programs broadcast over KVOI pulled a multitude of listeners.

Paul Whiteman opens an indefinite engagement at the Coconut Grove, Hollywood, on New Year's eve. Set by Rockwell-O'Keefe.

Ran Wilde and his ork set for five weeks by Rockwell-O'Keefe at the Netherland Plaza Hotel, Cincinnati, starting Oct. 20.

Vincent Lopez opens at the Drake following Fred Waring Oct. 9 with a Mutual wire. Orrin Tucker gets the fall assignment at the Edgewater Beach, Oct. 16, following Roger Pryor.

Fritz Bastow of King's Jesters is the papa of a new son.

Dahm with "Kitty Kelly"

Frank Dahm, has been signed by Benton & Bowles agency to direct the show production and handle the script of "Kitty Kelly." Dahm is a Chicago man.

... Radio's own daily newspaper modestly presents a series of 200 unsolicited testimonials as to what Radioland thinks of RADIO DAILY.

TED COLLINS

New York City

"... Thanks a million for sending RADIO DAILY to me on my vacation in Alaska. Through your publication I was able to keep in contact with the radio industry and its many ramifications. I don't know what I would have done without it."

Ted Collins

COLUMBIA BROADCASTING SYSTEM

New York City

"... You may think it a bit unusual for me to say a few words of praise about RADIO DAILY, but actually it assumes a very important place in my regular day. I read it in the morning before looking at the other outside news journals and at times I have even read it before my breakfast.

"... Altogether the DAILY has grown on me just as I'm sure it has on others in all important centers of the trade."

Mark Warnow

WLAK

Lakeland, Florida

"... You win! Send the RADIO DAILY for one year... Your sheet is so good that we feel that we cannot afford to miss a copy.

"Thanks for making us one of your readers."

D. M. Brown,
Manager

... RADIO DAILY is seven months old. It is growing fast. It already has the confidence of a great progressive industry. Watch RADIO DAILY.

SAN FRANCISCO

KYA now signs on a half-hour earlier in order to air a program of phono disks sponsored by Jackson Furniture Co., Oakland.

Earle Ennis, S. F. Chronicle columnist of "Smoke Rings," began a 13-week period of half-hour shows via KSFO on Friday.

Recordings of the Will King serial, "Such Is Life," are being transcribed daily by Titan Co. and being sold to indie stations.

Dick Newton, former playing-singing NBC artist, who left outlets two months ago, is now at the El Cortez Hotel, having been booked by the NBC Artists' service.

Larry Allen of NBC Artists' service is working to close a deal with Paul Whiteman to bring the maestro here for the October auto show. Batoner would get \$17,000 for the week and also engagements for 24 days which will bring in a total income to Whiteman in the neighborhood of 75 G.

Pacquin Laboratory's "Behind the Mike" show with Clinton "Buddy" Twiss, announcer, fades Sept. 19.

Armand Girard, baritone, sang on the rotunda of the city hall Friday noon in the Constitution Day exercises.

NBC engineers hold a dinner dance at the Fairmont Hotel Oct. 9.

John Swallow, NBC program manager in Hollywood, in town for a confab with execs.

Ted Maxwell has written a new show, "Death at Midnight," which will be etherized for the first time Oct. 2 at 11:30 p.m.

Carlton Morse, author of "One Man's Family," has written a sketch for the Bohemian Club entertainment to be held in the Bohemian Grove Sept. 30. Directed by Hal Burdick, "Night Editor" here, skit will present the histrionic ability of Harry Anderson, sales mgr., and Larry Allen, Artists' Service.

Rush Hughes, "Langendorf Pictorial," back from H'wood, where he did a sequence in the United Artist pix "Stand In," directed by his friend Tay Garnett.

Jane Burns, NBC head hostess, home ill.

ONE MINUTE INTERVIEW

AL DONAHUE

"Theater owners are wrong in their contention that radio studio audiences hinder their business. True, eye-witnesses to a broadcast are getting a free show, but there are so many other things to consider. First, the average person attending a broadcast is able to get tickets for only one program. He is not able to make a night of it in the studios. Thus, when he and a group of friends make a special trip into the city they usually make other plans to fill out the evening. They visit a movie before or after the broadcast, according to the time of the airing. And other merchants are aided."



Coast-to-Coast



FAIRE BINNEY, the former stage and screen star who started a woman's program over WTNJ, Trenton, N. J., on Sept. 7 at 10-10:30 a.m., is building up quite a fan following. Miss Binney is heard five days a week.

Warren Meade came all the way from Honolulu to join WTMJ, Milwaukee, as announcer, succeeding Claude Kirchner, who graduated to NBC.

KQV, Pittsburgh: Ernie Neff, announcer, and Mary Blank of Brentwood said "I do" last Friday . . . Bob Pritchard is back at the station conducting a "man on the street" . . . Tex and Ginger have returned after traveling with a rodeo outfit for four months.

WOR Artists Bureau has signed Jack Wilcher on an optional contract, and has extended the contract of vocalist Sylvia Clyde. Wilcher, formerly with Red Nichols' band, has been working on a song and patter act with his wife, Louise, organist.

WJBK, Detroit: Bob Langwell is handling the new quarter-hour stint sponsored by Liberty Service Stations following all Lion Football games . . . Betty Roberts, conductor of the Woman's hour, is announcing a new "Going Shopping" program for Arnold's Clothing Store.

Larry Duncan, impersonator, and Douglas Wilson, tenor, were last minute additions to the Campana "Vanity Fair," which starts tonight over NBC-Blue.

Ray Cox has taken over coverage of local news sources at WMT, Cedar Rapids-Waterloo, under a new system inaugurated in the News Room by Program Director Doug Grant. Station now has full-time UP service.

KYOS, Merced, Cal., created much good will with its 13-week "Search for Talent," awarding an extra bicycle to the best out-of-town artist although this prize had not been scheduled.

WDAS, Philadelphia: A. W. Dannenbaum Sr., president, is back from a vacation at his Maine camp . . . Marian Black, Children's Hour director, and Granville Klink, now with WJSV, plan a merger . . . Jerry Stone, publicist, has returned from vacation . . . Harold Davis, program director, up and around again after a sick spell . . . Korlyss LaMarr, receptionist, discovered she had a fine recording voice, so she registered with the program department for a bit of commercial work.

WRAK, Williamsport, Pa.: Bun Hofnagle takes over the football assignment this year, sponsored by a

local oil company; he replaces Woody Wolf, who moves up to do the U. of Pa. games . . . Municipal Golf Club has been presented with another WRAK trophy, to be played for in the yearly fall tourney.

Blanche Martin and Arnold Olsen, actors at WICC, Bridgeport, are newlyweds.

Sherman Reilly, Mack Parker, Jeanne Poli, Ray McGrath, Betty Polk, Don Abels, Stuart Aggett, Carl Goodman, Arthur Hoyt and Billy Hamm are in the cast of WICC's "First Offender," which started yesterday.

Lydia Todd, who airs "Letters from Lydia" over WBAL, Baltimore, has Yvonne Leroux, first nurse to attend the Dionne quintuplets, as her guest today at 4 p.m.

WBAL spent months on elaborate preparations for its Sunday remote of the Pontifical Mass from Doughrogon Manor, home of Charles Carroll of Carrollton. A big pageant and other ceremonies marked the 200th anniversary of the birth of Carroll, a signer of the Declaration of Independence.

KSTP, St. Paul, in covering the Minnesota State Fair, one of the biggest in the country, utilized pack transmitter, mobile short-wave unit and studio on the grounds, giving listeners a lot of behind-the-scenes stuff instead of just the ordinary interviews and descriptions. The station also has been setting quite a record all summer on sports coverage, with Halsey Hall and Dick Culum added to the roster for these events. The new pack transmitter designed by Hector Skifter, technical supervisor, and Lester H. Carr, chief engineer, was of great help.

Gail Northe, fashion commentator, has resumed her quarter-hour sponsored programs over WFAA, Dallas.

Roy Campbell's Ambassadors, a choral group of eight, are vocalizing at the Hollenden House, Cleveland.

NBC has hired Lawson Little to do the resume of its International Open Golf play-by-play broadcasts, Sept. 22-28. If Little is eliminated from the tournament he will do the play-by-play versions.

WSPR, Springfield, Mass.: Engineer Al Bradley has returned from Salisbury, Md., and Engineer Larry Reilly is on the vacation trail . . . Helen Young Breed, daughter of Mr. and Mrs. Lewis B. Breed (he's station treasurer), married Kristian Solberg Saturday . . . Irma Serra, song

SAN ANTONIO

Beeman Fisher, for 17 years advertising manager of Texas Power & Light Co., today starts his new duties as vice-president and general manager of WOAI.

Mr. and Mrs. Weldon Wright of KTSA's accounting department are back from a vacation in Hollywood where they visited Mr. and Mrs. Howard Gambrill, formerly of KTSA, now with a Los Angeles station.

Helen Beaucamp of the KTSA program department is relaxing in Kansas.

LINCOLN

Jettabee Ann Hopkins, for four years a member of the KFAB-KFO writing staff, handed in her resignation last week and went to Chicago for a vacation and tryout with a station there. It is understood she will rejoin a competitive Nebraska station when and if she returns. Probably WOW, Omaha.

Wedding bells rang in KFAB-KFOR's writing department Friday when Jim Cox, continuity, married Harriett Johnson, former NBC songstress.

NEW ORLEANS

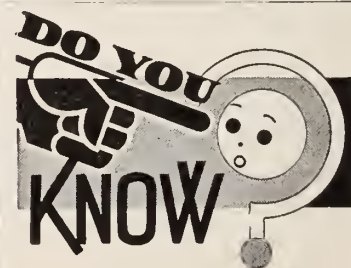
WWL has put out a portfolio for its salesmen, listing 35 programs available for sponsors. The art work is by Merle Wilson.

New chain programs which will take the air through WSMB here shortly are: Sherwin-Williams opera auditions, Oct. 1; Gruen watches; Trade Cycles, Sept. 26; Log Cabin Syrup, Oct. 8; Pontiac Varsity Show, Oct. 1; Peperell, Nov. 7.

stylist, will audition with NBC in Boston on Oct. 5.

Harry Hill, news editor at KVOD, Denver, is leading a movement to uncover a Nazi organization in Colorado. KVOD now has five sponsored UP newscasts daily, latest to sign for "News on the Nose" being Federal Tire Co.

WKBB, Dubuque: The 1937-38 Bowling season opened with remote from Armstrong Alleys airing team play for one hour. Emerson "Trigger" Smith, sports commentator, at the mike for Patch Beverage Co. . . . Marianne Steinbach, WKBB hostess of the Airlines, back from vacation in Chicago.



Jimmy Jemail is one of the few men who ever broke their necks and still lives. Jimmy broke his while playing football for Brown University.



RADIO DAILY

Serving the Better Interests of Commercial Radio and Television



VOL. 2, NO. 57

NEW YORK, N. Y., TUESDAY, SEPTEMBER 21, 1937

FIVE CENTS

Legion Meet Jams Radio Routine

QUAKER NETWORK GETS FIRST COMM'L SERIES

Philadelphia — Atlantic Refining, through N. W. Ayer & Son, has placed a series of ten 15-minute weekly Friday night football programs with WFIL and 13 stations of the Quaker State network, according to Roger W. Clipp, co-ordinator for the Pennsylvania regional chain. Program starts Friday, originating at WFIL, and the other stations are: WSAN, Allentown, WRAW, Reading, WEST, Easton, WGBI, Scranton, WERE, Wilkes Barre, WAZL, Hazleton, WWSW, Pittsburgh, WGAL, Lancaster, WHP, Harrisburg, WKOK, Sunbury, WRAK, Williamsport, WOLK, York, WJAC, Johnstown.

This deal with Atlantic marks the first full-length commercial series for the Quaker State Network.

(Continued on Page 2)

Musicians' Union Signs First Station in Philly

Philadelphia—WRAX is the first of the local stations signaturing an agreement with the musicians' union. Covering its sister station, WPEN, music pact calls for the employment of 12 men at \$60 weekly to play four hours daily on a staggered schedule. Playing time may be divided between commercial and

(Continued on Page 2)

Drama Show for Lever Instead of Disney Idea

West Coast Bureau, RADIO DAILY
Los Angeles—The much-heralded show with all of the Walt Disney fanciful characters is off, temporarily at least. Waxed sample copy which was sent East for sponsor approval

(Continued on Page 2)

Winchell's Layoff

Walter Winchell's layoff from radio may run longer than first expected, possibly six or eight weeks. He also will recess from its newspaper work for this period, while completing his current film. Doctors told him the triple duty was too much for his health. George Fischer stepped into Winchell's Jergens spot last Sunday night.

12-Word Buick Spots

Buick Motor Co., through Arthur Kudner Inc., is placing a concentrated spot announcement campaign on about 90 stations the week of Oct. 11-15, inclusive, to announce its new 1938 models. Plugs are 12 words in length and will be broadcast 26 times during the day and evening hours.

JESSEL-MUTUAL SHOW ON AGAIN; TALENT SET

After a series of "on again, off again" statements, the George Jessel Mutual network participating-sponsorship show is now set to start Oct. 10, originating at KHJ, Los Angeles, in a 6-6:30 p.m. EST spot on Sundays. Titled "Thirty Minutes in Hollywood", program will have talent including, besides Jessel, Norma Talmadge, Tommy Tucker's

(Continued on Page 3)

Radio Manufacturers Hold Fall Meet Aug. 29

Plans have been completed for the fall meeting of the Radio Manufacturers Ass'n to be held Sept. 29 in the Hotel Roosevelt. Coincident with this meeting will be the National Parts Show, sponsored by RMA and the Sales Managers Club, to be held Oct. 1-2 in Commercial Hall at the Port Authority Bldg.

Baume Bengue to Expand

Thomas Leeming (Baume Bengue), which started a spot campaign this month on a regional basis, is expected to expand the station list into a national campaign before the end of the month. William Esty & Co. has the account.

AFM Executive Committee Awaits Draft by Rosenbaum

P. & G. Chipso Account Shifted to Pedlar-Ryan

Ralph F. Rogan, advertising director of Procter & Gamble, yesterday announced that the advertising

(Continued on Page 8)

Traffic Congestion Forces Holiday on Many Radio Offices and Agencies—Broadcasts a Problem

BENEFICIAL MANAGEMENT IS ADDING 32 STATIONS

Beneficial Management will extend its CBS "Your Unseen Friend" program to 43 stations on Oct. 4, when series will shift to Saturdays, 8-8:30 p.m. Program is now heard Tuesdays, 10-10:30 p.m., on 11 stations. Albert Frank-Guenther Law Inc. has the account.

Pacquin 5-Minute Disks Are Set on 15 Stations

Pacquin, Inc. (cosmetics), through William Esty, will inaugurate a five-minute transcription series over 15 stations on Nov. 1. Disks, featuring Grade and Eddie Albert, will be aired three times each week.

Television-Radio Course

Classes in television technique as well as amateur radio will be given this fall at New York University, Division of General Education. Lawrence M. Cockaday will conduct the radio course, and Prof. H. H. Sheldon will handle the television class.

KANS Anniversary

Wichita—KANS celebrated its first anniversary on Sunday with a 45-minute birthday party arranged by General Manager Herb Hollister. In honor of the occasion, the Wichita Beacon published a 12-page tabloid section dealing with the station.

Networks were somewhat undecided last night as to how much of the American Legion Convention they would pick up tonight from Madison Square Garden. Big parade today, making it impossible to cross Fifth Ave. except by the Eighth Ave. crosstown at 53rd St. and the other Long Island subway at 42nd St., forced many radio establishments to declare a part holiday yesterday. Nearly all of the advertising agencies are located east of Fifth Ave., the streets in question getting the re-routed traffic from Fifth Ave.

CBS will be closed today, except for actual broadcasting of programs.

NBC tours broke all existing attendance records and had several lines four deep waiting to buy tickets at 40 cents a throw throughout the day. Various other Radio City tours were almost as busy. Requests for broadcast studio tickets has become a major problem, with the most de-

(Continued on Page 3)

Feldman Leaves WNEW To Resume With WMCA

Bobby Feldman, originator of the "Dance Parade", all-night recorded broadcasts, and other novel radio shows, has resigned as vice-president of WNEW and returned to WMCA to extend that station's late night dance series with remote hookups of name bands from niteries and hotels. Feldman left WMCA three years ago and joined WNEW, where he inaugurated "Milkman's Parade" and other features.

B. B. Degree

Boston—With more than 50 colleges in the U. S. inaugurating additional courses in radio advertising, program production and writing, Ralph Rogers, director of Radio Courses at Boston University and author of "Do's and Don'ts of Radio Writing", predicts that Bachelor of Broadcasting will be the next new degree to be offered by educational institutions.

(Continued on Page 8)



Vol. 2, No. 57 Tues., Sept. 21, 1937 Price 5 Cts.

JOHN W. ALICOATE : : : Publisher

DON CARLE GILLETTE : : : Editor

MARVIN KIRSCH : : : Business Manager

Published daily except Saturdays, Sundays and Holidays at 1501 Broadway, New York, N. Y., by Radio Daily Corp. J. W. Alicoate, President and Publisher; Donald M. Merse-eau, Treasurer and General Manager; Chester B. Bahn, Vice-President; Charles A. Alicoate, Secretary; M. H. Shapiro, Associate Editor. Terms (Post free) United States outside of Greater New York, one year, \$5; foreign, year, \$10. Subscriber should remit with order. Address all communications to RADIO DAILY, 1501 Broadway, New York, N. Y. Phone Wisconsin 7-6336, 7-6337, 7-6338. Cable address: Filmday, New York. Hollywood, Calif.—Ralph Wilk, 6425 Hollywood Blvd. Phone Granite 6607.

Entered as second class matter April 5, 1937, at the postoffice at New York, N. Y., under the act of March 3, 1879.



NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Am. Tel. & Tel.	161½	158¼	161½	+ 2¼
CBS A	25½	25	25¼	- 1
CBS B	25	25	25	- 1
Crosley Radio	14¼	14¼	14¼	- ¾
Gen. Electric	44½	43½	44½	- 1½
North American	22	21	22	- ¼
RCA Common	9¾	9½	9½	+ ½
RCA First Pfd	65¾	65	65¾	- 1
Stewart Warner	14¾	14½	14½	- ¾

NEW YORK CURB EXCHANGE

Hazeltine Corp.	14¼	14½	14½	- ½
-----------------	-----	-----	-----	-----

OVER THE COUNTER

Stromberg Carlson	Bid 10¾	Asked 12¼
-------------------	---------	-----------

Warner's Sign Fidler

West Coast Bureau, RADIO DAILY

Los Angeles—Jimmy Fidler has been signed by Warner Brothers for five pictures at \$55,000 for his first film and increasing to \$100,000 for the fifth if all options are taken up.

Bill Roller in Providence

Z. E. (Bill) Roller, formerly of the Literary Digest editorial staff, and more recently in radio publicity, has joined the staff of the Providence Journal and Bulletin, where he will be a writer and commentator on their daily news broadcasts.



Radio Newsfeatures

Available to only one radio station in each city

Details on Request

Represented exclusively by

Stephen Slesinger, Inc.
250 Park Avenue New York

NETWORK SONG FAVORITES

Following is an accurate list of performances for the week ending Sept. 18, covering songs played from 5 p.m. to 1 a.m. on CBS and two NBC networks. Only compositions played 15 times or more are included. This listing is a regular Tuesday feature in RADIO DAILY.

Selection	Publisher	Times Played
That Old Feeling (Leo Feist Inc.)		39
Whispers In The Dark (Famous Music Corp.)		34
My Cabin Of Dreams (Irving Berlin Inc.)		26
Remember Me (Witmark and Sons)		26
Have You Got Any Castles, Baby (Harms Inc.)		25
So Rare (Robbins Music Corp.)		25
Yours And Mine (Robbins Music Corp.)		25
Afraid To Dream (Miller Music Inc.)		24
I Know Now (Remick Music Corp.)		23
First Time I Saw You (Santly Bros.-Joy Inc.)		22
Moon Got In My Eyes (Select Music Corp.)		22
Stardust On The Moon (E. B. Marks Music Corp.)		22
Harbor Lights (Marlo Music Co.)		21
Can I Forget You (Chappell & Co.)		20
Loveliness Of You (Miller Music Inc.)		19
One Rose (Shapiro Bernstein Inc.)		19
So Many Memories (Shapiro Bernstein Inc.)		19
Stop, You're Breaking My Heart (Famous Music Corp.)		19
Me, Myself And I (Words and Music)		18
Moonlight On The Highway (Joe Morris Music Co.)		18
Blossoms On Broadway (Famous Music Corp.)		17
You And I Know (Robbins Music Corp.)		17
Ebb-Tide (Popular Melodies)		16
Roses In December (Irving Berlin Inc.)		16
I'm Feelin' Like A Million (Robbins Music Corp.)		15

Musicians' Union Signs First Station in Philly

(Continued from Page 1)

sustaining shows. Station shares time with WPEN on the same wave length and FCC permission has been asked to make it a single call letter.

Cycle Trades Contest

Cycle Trades of America will conduct a contest in conjunction with its new radio series which begins over 39 stations of the NBC-Red network Sept. 28. Weekly prizes of 12 bicycles will be awarded. Sponsor has increased advertising budget for fall series, having made a record high in sales for 1936 season with radio being used for the first time.

Radio Workshops in Cleveland

Cleveland—Taking steps to meet the demand for education in various branches of radio, Vice-President H. K. Carpenter of United Broadcasting Co. has projected plans for radio workshop programs in at least three Greater Cleveland high schools. One idea of the workshops is to develop new radio talent.

2 Leave NBC Sales Promotion

Marvin D. Rae Jr. and Louise Lavitas have resigned from the NBC sales promotion department, effective Sept. 30.

The Script Library
A DIVISION OF RADIO EVENTS, INC.

535 Fifth Avenue,
New York, N.Y.

A Radio Script for Every
Sustaining and Commercial Need

Drama Show for Lever Instead of Disney Idea

(Continued from Page 1)

apparently did not fill the bill and the idea goes back into work for re-vamping. Substitute plan for the Lever Bros. account is a half-hour dramatic tabloid with film names, which Tiny Ruffner of Ruthrauff & Ryan hopes to set for the half hour immediately following Jolson by the Oct. 19 airing for Rinso-Lifebuoy.

Signed by Para. News

In addition to Gabriel Heatter, who will be chief of voice staff, newly signed members of the Paramount News staff, under A. J. Richards, editor, include Sidney Walton, Joseph Boley and Mark Hawley, for spot news; Frank Knight, chief announcer for WOR to handle important foreign developments and news; Gregory Abbott, disasters, tragedy and war news; Bob Carter of WMCA, sports news, such as football and Joe Bolton, college and track meets.

Fourth Year for "Hotel"

"Hollywood Hotel," heard Fridays over 69 CBS stations at 9-10 p.m., celebrates its fourth year on the air Oct. 1. Set for the special airing are Warren William, Gladys George, John Beal, Jerry Cooper, Frances Langford, Raymond Paige's orchestra and Louella Parsons. Program is sponsored by Campbell Soup Co.

Dick Powell for Auto Show

Cleveland—Dick Powell has been signed to appear at the Cleveland Automobile Show, Nov. 13-20. Chet Crank, Inc., Los Angeles advertising agency, set the deal.

COMING and GOING

CHARLES E. SEEBECK, program director and announcer at WSAW, Allentown, was in New York for a brief look-around yesterday. He will be back next week on his vacation.

TED HUSING of CBS and BILL STERN of NBC will be in Columbus, O., to air the Ohio State-Texas Christian game Sept. 25.

JOE DI NATALE, promotion man at KFOR, Lincoln, Neb., is in New York on vacation.

EMANUEL LIST, basso of the Metropolitan Opera Co., arrives in New York on the Lafayette today from abroad.

EUGENE GOOSSENS, conductor of the Cincinnati Symphony Orchestra, arrives today on the Lafayette from Europe.

GUY BALAM of J. Walter Thompson Co., London, is in Los Angeles huddling with Danny Danker.

CARLTON SMITH, NBC presidential announcer, and ALBERT E. JOHNSON, head of the NBC Washington engineering staff, go along to cover President Roosevelt's tour when he starts for Seattle.

HARRY C. WILDER, president of WSYR, Syracuse, and WNBX, Springfield, Vt., is in New York.

TONY WONS is back in N. Y. after spending 18 months in the Canadian woods and will begin his CBS program for Vicks on Sept. 27, a week earlier than originally scheduled.

Quaker Network Gets First Comm'l Series

(Continued on Page 2)

formed primarily for last year's political campaign. With several more accounts in the offing, it appears entirely feasible that permanent lines will link the web in the next few weeks with regular sustaining service being fed from WFIL.

U. S. Tobacco Shifts Time

United States Tobacco on Sept. 27 will shift WACO, KGKO, KTUL, WHAS, WFBM, KOMA, KMOX, KSCJ, KRDL, WCCO, KWKH, KRNT, WBRC, KLRA, WREC and WLAC to its early broadcast period at 8:30-9 p.m. Stations are now heard on the repeat at 11:30 p.m. Pacific coast and mountain stations will continue to be heard on the repeat. Arthur Kudner is the agency.

Chevy Football on WIND

Chicago — Metropolitan Chevrolet dealers, through Campbell-Ewald, have purchased Chicago Cardinals' pro-football games exclusive on WIND, first one to be game with Washington Redskins on Friday night. Russ Hodges to do play by play, and Dick Hanley, former Northwestern coach, the commentary. Nine games scheduled, four at home.

Allen Franklin Leaves KXBY

Kansas City — Allen Franklin, KXBY program director, has resigned to go to New York.

BLUE BAYOU

A Deep South Song

ROY MUSIC CO.
1619 BROADWAY, NEW YORK, N.Y.

RADIO ROUTINE JAMMED BY LEGION CONVENTION

(Continued from Page 1)

sirable shows at a premium even to executives.

Tickets to broadcasts from studios that formerly were theaters, such as the Columbia playhouses, are being offered for sale by juvenile "speculators" who managed to get hold of the ducats.

Broadcasts of the Legionnaire activities were difficult to handle, due to exuberant spirit of the veterans and the problem of keeping facilities in working order.

Weaver's Radio Course Is Starting Third Year

Minneapolis—For the third consecutive year, University of Minnesota is offering courses in radio script writing in its extension division, with classes both on the campus in Minneapolis and at the extension center in Saint Paul.

Started three years ago as an experiment by Luther Weaver, radio advertising man of the Twin Cities at the request of Dr. Richard R. Price, director of the extension service, the course has taken definite place in the University of Minnesota curriculum with increased enrollment every year. Weaver, whose agency is active in the radio field, again will conduct the course.

Jessel-Mutual Show On Again; Talent Set

(Continued from Page 1)

orchestra, Amy Arnell, vocalist, and a seven-year-old opera singer. Ben Locke is producing the show and Redfield-Johnstone is the agency. Some 36 stations, including the Don Lee network, are said to be already set with sponsors for the show.

New Star Radio Accounts

WORL, WMPS and KOVC are newly signed subscribers to the Star Radio Programs "Good Morning Neighbor". WHDH has taken "Morning Bulletin Board", while KGKO has signed exclusive rights in its area for "Adventures of Dexter Randolph".

Belle Baker Weds Today

Belle Baker and Elias E. Sugarman, indoor editor of The Billboard, will be married at 2 p.m. today at the Democratic Club by Supreme Court Judge William Collins.

NEW PROGRAMS—IDEAS

"Welcome Stranger"

WBT, Charlotte, has hit on a new program idea—a brain spark from General Manager William A. Schudt Jr.—that has big possibilities for merchandising tie-ups. It is a program welcoming newcomers to Charlotte, titled "Welcome, Stranger." The series was launched last week and, for the first such period, the station had a dozen couples just moved to Charlotte in the WBT studios. Many of them were accompanied by their entire families. Mayor Ben E. Douglas served as emcee. He welcomed to Charlotte the couples who were present, and their families, and others as well who had not replied to the station's invitation to come to the studio. Each of the families represented had the opportunity of a word on the air. Among the new-comers was Bob Carpenter, auditor for the station, and himself a new-comer.

Police and Theater Remotes

KBTM, Jonesboro, Ark., managed by Jay P. Beard, has remote lines into Jonesboro Police Headquarters from which point a daily quarter hour of police bulletins is presented. Officers throughout Northeast Arkansas and Southeast Missouri listen regularly to these police bulletins. The service is valuable since this section is not served by police short wave radio.

Remote lines are also maintained

Youth Problem Series Wins Wide Cooperation

St. Paul—KSTP's first experimental series of "Job Wanted" discussions, two-a-week round-table discussions for baffled youth, clicked so strong that several clubs and organizations are competing for the privilege of cooperating in the series. Best bet comes from the Business and Professional Women's Club, which wants to get behind the program and push it in every school in the state.

Thomas Dunning Rishworth, handling the program, is designing the fall and winter series as "listen-in" courses for juves in high schools. Programs first went on the air cold, with no studio audience, but club representatives soon began pouring into the studios.

May Robson Station Lineup

May Robson in "Lady of Millions", serial for Bauer & Black now being waxed at the Associated Cinema Studios in Hollywood, will be heard starting Oct. 18 over the following stations: WGN, WTAM, KRLD, KOA, WHO, WWJ, WIRE, WDAF, KLRA, KNX, WCCO, WKY, WOW, WCAE, KGW, KMOX, KGO, KOMO, KWKH, KHQ, KVOO and KPRC. Blackett-Sample-Hummert Inc., Chicago, is the agency.

to the local county agent's office from which point on weekdays a quarter-hour of current news to the farmers is broadcast.

Another line to the Strand Theater presents a daily 30-minute program of organ music with program director James Alden Barber at the organ.

WCKY Good Will Builder

"WCKY's Neighbors" is a new daily program on the L. B. Wilson station at Cincinnati. Newspapers in 40 counties of Ohio, Kentucky and Indiana have been invited to cooperate in furnishing interesting and unusual items from their communities. Full credit is given to the publications sending in the items.

The program, intended as a good will builder in WCKY's primary area, is spotted immediately after the NBC Farm and Home Hour.

Concoct Original Songs

A rather unusual program is on the WSOC, Charlotte, schedule Monday nights at 8:30. It features Byron Smith and Clemmie Reid—Smitty as announcer and vocalist and Clemmie as pianist and singer. They offer to concoct an original song for anybody who will send in suggested titles, lyrics or melodies. In the two weeks they have been on the air, their fan mail has jumped to second rating in the WSOC Mail Count.

Bakery Chain Signs "Jimmie Allen" Serial

Kansas City—The Campbell-Taggart Associated Bakeries, operating a chain of bakeries through the south and middle west, has signed for the transcribed juvenile series, "Air Adventures of Jimmie Allen," through Russell C. Comer Advertising Co. Contract which is for the entire series of 650 quarter hour episodes with options at the end of each year, following a one year test campaign conducted with the show via WIRE, Indianapolis, and WKRC, Cincinnati. The series is set to start over 32 middle west and southern stations about Oct. 1.

Lewis Browne Fading

Lewis Browne, commentator who has been pinch-hitting for H. V. Kaltenborn every Thursday, 7:30-7:45 p.m., from KNX, winds up Sept. 30.

School of RADIO TECHNIQUE

America's distinguished school of broadcasting for singers, actors, writers, speakers, announcers. Western Electric Recordings in our studios . . . programs taken off the air George Marshall Durante, Dir. R.K.O. Bldg., Radio City, New York

" still more
sponsors demanding
script shows—"

Radio Daily—7/9/37.

these past 3 months have proven an INCREASING DEMAND for radio drama and comedy-drama.

* **B.A.P. Inc.** has developed a script series embodying

A NEW IDEA

that will appeal to
99 out of 100 listeners.

A form of entertainment which will **SUSTAIN INTEREST** over a long period of time, and affords a "natural" tie-in with product or service of MASS APPEAL.

For either 15 or 30 minute show.

This series with complete broadcast - merchandising plan which backs the product through to "Point of Sale" is ready for immediate delivery to Agency or Advertiser.

Distinguished cast—Superb production.

Full disclosure and all details to bona-fide enquiries, upon application to:

***BRITISH AMERICAN PRODUCTIONS, INC.**

Radio Advertising Specialists

509 Madison Avenue, New York

B. CHARLES DEAN, President.

EL. 5-0381



BETTER
BROADCASTS
for
BETTER BUYERS

INTERSTATE BROADCASTING CO.
730 Fifth Ave., New York

AGENCIES

J. WALTER THOMPSON CO. will handle the 1938 campaign for the national advertising of the resources and scenic beauties of the state of Washington.

BOTSFORD, CONSTANTINE & GARDNER agency in Seattle has been retained for a national campaign on "Certigrade red cedar shingles," trade name of a number of Pacific northwest shingle manufacturers. Promotion campaign is through the Seattle headquarters of the Red Cedar Shingle Bureau.

CHAT CRANK, INC., Los Angeles advertising agency, will handle the \$20,000 appropriation set by Los Angeles Motor Car Dealers to celebrate their 25th anniversary with a Silver Jubilee Auto Show, Oct. 30-Nov. 7. Radio, newspapers and posters will be used.

TOMOWSKE ADVERTISING AGENCY, Spokane, now headed by Mrs. Elva Tomowske as president and general manager following the death of the founder of the firm, also has appointed Walter McLean as vice-president and W. T. Ode as secretary.

WALTER ROSS has joined the Gans Advertising Agency, Newark, as an account executive. Ross was formerly associated with the A. W. Lewin agency.

"Show Boat" Staff Changes

West Coast Bureau, RADIO DAILY
Los Angeles—Cyril Armbruster, production assistant on "Show Boat" for Benton & Bowles, has stepped out of that assignment and the agency. Donald Cope, recently out from New York, succeeded Herschel Williams as producer of the show, with Sanford Cummings remaining on as assistant, and Tom Revere, B & B headman, supervising the set-up. Recent changes in an effort to hypo the steam gauge of the old river boat lend credence to the persistent rumor that the forthcoming M-G-M radio show is being readied for the General Foods account.

Mutual Saluting Additions

Mutual will bow in the 12 newcomers to the net via Don Lee chain with a series of programs to be heard from Honolulu to New York next Sunday. Originating points will be Los Angeles, San Francisco, New York, Chicago, Portland, Ore., and Honolulu. From 8-9 p.m. Don Lee network will salute the new stations with stage and film stars, also a talk by Lewis Allen Weiss, general manager. Later in the evening WGN will be heard and earlier in the night the East will be heard from via WOR.

Does your life insurance provide for your beneficiaries as you originally intended?

Jules Hamburg
—INSURANCE—
Ohn 4-2800 Beckman 3-0375
80 JOHN ST., NEW YORK



● ● ● George M. Cohan will be featured on a gasoline program this season... Singing spot on the Phil Baker-Gulf show goes to an unknown from No'th Ca'lina, Al Garr... Myron Kirk rushed out to Hollywood the other a.m. to straighten out the internal trouble on the Al Jolson show—with Martha Raye set to do more hereafter... George Griffin will be given another NBC sustainer beginning Sept. 30... Russ Morgan has been held over at the French Casino until Oct. 13—and will be followed by Joe Rines... Jack Lavin is ill... Mary Small's "Junior Revue" comes from Boston Thursday with Tommy Dorsey, and the week after from Cleveland... Al Roth does another airing to England Oct. 1... Martha Deane, when she starts her new show for CBS thrice weekly Oct. 4 will use her real tag, Mary Margaret McBride... Wilson Lang, set by Will Rockwell on the Tim and Irene airing the other Sabbath, may become a permanent feature... Why didn't Louis Sobol replace W.W. on the air show—as he did in '33 on Lucky Strike and did a swell job, too?... Shooting on Winchell's picture is being done around him—he may not continue his column because his contract has expired.

● ● ● Very amusing line came over the air during WNEW's airing of a cafe opening on Broadway the other a.m. Called before the mike was Dr. Morton Berson, who on cross-examination turned out to be a plastic surgeon. "It's all very nice here—the women are so lovely they don't need me. However, there are many males here with rum-noses"... Elinor Dillon, traffic manager of KFEL, Denver, flew from Denver to Pike's Peak and back in 40 minutes—16 minutes faster than Col. Roscoe Turner flew the same distance. This was during the recent air race... WCPO, Cincinnati, in conjunction with the Police Dept. and the Automobile Club, is presenting a unique air show thrice weekly: "A five minute safety program during which the character DEATH speaks"... Joseph P. Wieggers, circulation director of Macfadden Publications, who married the boss' daughter, Helen, is honeymooning at Speculator, N. Y.

● ● ● Leo Reisman succeeds Mark Warnow (who hasn't started yet) on the NBC "Hit Parade" Nov. 10... Ted Hammerstein has been renewed for 13 weeks... Lester Lee signed Al Schwartzberg, comedy writer... Mary Eastman is set to return for Pet Milk in Oct... Last nite Childs' took the precaution of waxing an afternoon show and having it in readiness at the studio—just in case the Legionnaires were a bit "unaccustomed" to airing from a cafe... Henry Spitzer has his right shoulder dislocated—but not from back-slapping—because HE definitely isn't the type... In N. Y. today a parade starts at the drop of a hat.

● ● ● "Trigger" Smith and "Buck" Jones—or Emerson and Arthur, the WKBB, Dubuque, "Men on the Street"—settled their air feud in true western style last week. Rodeo in town provided horses and cowboy outfits for these "cowboys" and with six-shooters they met in front of the sponsor's store for a showdown attracting some 300 people to witness the "buying of the hatchet"... WORL, Boston, inaugurated an all-request show and asked for W. U. wires to signify requests. Truthfully, they expected none, figuring no one would spend 20 cents for a telegram, but they received 132 in the first 15 minutes—and doing nicely since... Lear Mucoy, mid-west reporter was vacationing in Yellowstone Park minding his own business a few weeks back when a fire broke out which cost 15 lives. Mucoy aided Ed Yocum, station manager of KGHL, Billings, Mont., in covering the event for the airwaves—and is now publicity director for the station as a result. Though friends for years, this was their first meeting since the Wibaux, Mont., flood of 1929.

ORCHESTRAS MUSIC

JACK MONTGOMERY'S Band is now heard nightly on WNEW's "Dance Parade." Montgomery's unit recently opened at the Farm, Westchester dining and dancing spot. In addition to full band music, swing units of three, four or five pieces are heard in special arrangements each night. Harry Massie, guitarist and the leader, Jack Montgomery, handle the vocals.

Bob Stanley, new WOR musical director, conducts "Continental Revue," the WOR-Mutual program starring Olga Baclanova. Show started last night.

Al Shelleday, Dick Ballou's newest vocal find, being heard over WHN these Monday and Thursday nights, has aroused the interest of M-G-M because of his resemblance to Robert Taylor.

Ben Ross of the WOR Orchestra and Mrs. Ross are on a cruise to Havana and the West Indies. It's a wedding trip for the saxophonist and the former Anne Wakstein, who were married in Asbury Park Sept. 16.

Tommy Dorsey and ork play the Metropolitan Theater, Boston, starting Thursday.

Jimmy Grier, Ted FioRito and Frances Langford have all cut new Decca records at Larry Pfeiffer's Recordings Inc. plant in Hollywood during the past week.

New dance bands on the WDAS nightly dance parade from Philadelphia include Jimmy Sax from the Lennox Cafe and Oscar Smith from the Strand Ballroom.

South Jersey Electrical and Radio Exposition, in Camden, N. J., adds the music of Jan Savitt's KYW Top Hatters, Le Roy Wilson and Jim Fettis.

Mack Davis carries on for a second season at Benny the Bum's Philadelphia, broadcasting nightly via WIP.

Rudy Vallee and his Connecticut Yankees open an indefinite engagement at the Coconut Grove of the Ambassador Hotel in Los Angeles on Oct. 4. At the conclusion of that engagement they will do theater and dance dates on the Coast.

1	9	3	7
SUN	MON	TUE	WED
4	5	6	7
10	11	12	13
16	17	18	19
22	23	24	25
28	29	30	

Greetings from Radio Daily

Sept. 21

Madge La Framboise



DON GILMAN, NBC headman, off again to Fresno, Sacramento and San Francisco last week-end.

KEHE is in the throes of a sales force shakeup, and persistent rumors are afloat to the effect that the Hearst-McClatchey stations are being divorced and that Mr. Hearst may unload **KEHE** here and **KYA**, San Francisco, and depart the radio scene entirely.

Pacific Coast Borax Co. has renewed "Death Valley Days" on NBC Blue for another 13 weeks.

Ed Lowry brings his microphone and cast out to the Vine Street curbstones in front of the Filmarte on Tuesday night to play the role of "Professor Phiz" and interrogate passersby with his own I.Q. test.

Ruth Schooler, secretary to John Swallow at NBC, back from vacation.

Mutual has a new commentator in **Charles Payson**, heard Sundays at 5:30-6 p.m. Had **Lowell Thomas**, who does a bit of "commentating" himself from time to time, as guest on the inaugural program Sunday.

The radio programs division of the **Walter Biddick Co.** has added **Dick Hettrick**, **Noreen Gammill** and **Irene Kornhage** to the script-writing staff. Now busy recording 26 programs designed to fit the needs of advertisers in optometry, jewelry, clothing, used cars, bakeries and a dozen other lines of business.

New name selected for **Camille Soray**, who was contracted for the vocal spot with **Jimmy Grier** on the new **Joe Penner** series for **Coco-Malt**, is **Julie Gibson**. She also will sing with **Grier** at the **Biltmore Bowl**. Deal was set by **Josie Sedgwick-Ray West and Associates**.

Mertens and Price, Inc. recorded another four episodes of **Ward Lane's "Home Folks"** at **Recordings Inc.** last week.

Thomas Conrad Sawyer's "Looking at the World" renewed on **KNX**, starting Oct. 1, for **Sweetheart Soap**. **Margaret McDonald** will do the beauty experting with **Sawyer**.

Kathleen Wilson of "One Man's Family" was screen-tested by **Metro**. Negotiations are under way for a **Lum and Abner** syndicated newspaper comic strip.

Gary Breckner, erudite **CBS** announcer, is in great demand as a **Rotary luncheon club speaker**.

Bill Goodwin flies to **Kansas City** to handle the **Benny Goodman** end of Tuesday's **Camel** program, turning over the mike at that point to **Dan**

★ F. C. C. ★ ACTIVITIES

HEARINGS SCHEDULED

Sept. 27: **Leon M. Eisfeld**, **Burlington, Ia.** CP for new station. 1310 kc., 100 watts, unlimited.

Sherman V. Coultas, **Milton Edge & Hobart Stephenson**, **Jacksonville, Ill.** CP for new station. 1310 kc., 100 watts, unlimited.

Sept. 29: **Earl Weir**, **St. Petersburg, Fla.** CP for new station. 1370 kc., 100 watts, unlimited.

Seaboard Broadcasting Corp., **Savanna, Ga.** CP for new station. 1310 kc., 100 watts, 250 watts LS., unlimited.

Oct. 7: **Pacific Acceptance Corp.**, **San Diego, Cal.** CP for new station. 1200 kc., 100 watts, daytime.

Smith, Keller & Cole, **San Diego.** CP for new station. 1200 kc., 100 watts, daytime.

WREN, **Lawrence, Kan.** Auth. to transfer control of corp. 1220 kc., 1 KW., 5 KW. LS., share time.

Lillian E. Keifer, **Brooklyn.** CP for new station. 1500 kc., 100 watts, specified.

Paul J. Gollhofer, **Brooklyn.** CP for new station. 1500 kc., 100 watts, specified.

APPLICATIONS RECEIVED

Clinton Broadcasting Corp., **Clinton, Ia.** CP for new station. 1310 kc., 100 watts, 250 watts LS., unlimited.

KCMO Broadcasting Co., **Kansas City.** CP for new relay station. 100,000, 200,000, 300,000, 500,000 kc., 5 watts.

KCMO Broadcasting Co., **Kansas City.** CP for new relay station. 100,000, 200,000, 300,000, 500,000 kc., 10 watts.

Scymour, who continues with **Goodman** in the East.

Reid Kilpatrick succeeds **John Austin Driscoll** at the **KEHE** mike for fight broadcasts from **Olympic Auditorium**. **Driscoll** recently became station manager at **KRKD**.

Johnny Murray is readying a 30-minute musical revue aimed at the **May Co.** **KFWB** idea incorporates a style show with a **Warner studio** stylist doing descriptive narrative.

Double Cola Bottling Co. is sponsoring a 15-minute news period on **KECA** five times weekly. Account handled by **Lee Ringer agency**.

"**William and Watanabe**," long on the **NBC Pacific Coast Blue** for **Alka-Seltzer**, has been taken in transcription form for **Australia and New Zealand** by **Broadcasting Service Association, Ltd.**, represented in the U. S. by **Dr. Ralph L. Power**.

Dr. Ralph L. Power, "radio counselor," is celebrating his 16th year in radio this month. He started 'way back in 1922, while still professor of business administration at **U.S.C.**, giving radio lectures on timely and business topics. Later became radio editor of **The Examiner**, and later still of the **Times and Record**, opening his own office as a radio consultant five years ago. The veteran now represents **Australian Broadcasting Service Association** in this country, in addition to being advertising manager of **Universal Microphone Co.** and publicizing several transcription companies.

KGER notes: **Helene Smith** has been appointed program director . . . **C. Merwin Dobyns**, president and general manager, was principal speaker in a one-hour show produced by **Lee Wynne** on the occasion of the station's affiliation with **World Broadcasting System** . . . **Eve Eden**, soprano, is a new addition to the program department . . . Station will air football games this year for the first time.



PAUL KELLY in the **Columbia Picture "Freedom for Sale"**

Dictograph INTERCOMMUNICATING SYSTEMS

MODERN business executives demand immediate access to information—independent of the telephone switchboard, without looking up directions, without turning dials. A Dictograph System can put all departments in instant contact with one another—put the whole organization on every executive's desk inside a "magic box." It will save time and steps—reduce "office visiting"—accelerate your business day whether your company is large or small. (By the way, Dictograph created the first loudspeaker, years before the radio was perfected.)

• **DICTOGRAPH** •

DICTOGRAPH PRODUCTS CO., INC.

580 Fifth Ave., N. Y. C.

DON GORDONI

Romantic Baritone and Radio Actor

ROXY THEATRE

Original "Jack Armstrong" C.B.S.

Management Dave Samuels

711 Times Bldg., N. Y.

☆ Program Reviews and Comments ☆

"Morning Almanac"

Back after a vacation, the 8-9 a.m. CBS "Morning Almanac" headed by Phil Cook, demonstrated again yesterday that it is the top program of its kind on the air. In talent, material and production, it has no peers, and only a matter of price could possibly keep such a show from a sponsor.

Among its pleasurable characteristics is a liveliness that is unusual in such early morning shows. The comedy, whether new or old, is dispensed in a genially informal style that makes it always entertaining. Music, vocals, oldtime almanac items, news in song, home management hints, the impersonations of Phil Cook and various other bits combine to make for diversity and fast tempo.

Margaret Lewerth directs the show, with John Reed King doing a swell job as announcer, Fred Feibel as pianist and organist, Dave Grant as tenor and also a piano hand, Cliff Weston and Bunny Coughlin as additional vocalists, and the Back Bay Boys in harmony and funny antics.

"Special Edition"

Borden's new program on WEA, Fridays at 1-1:30 p.m., hits a pretty high mark in news commentary periods aimed at the femme listeners. Besides Alan (Wifesaver) Prescott and Gabriel Heatter as the principal commentators, there is also a Hollywood department in which a girl gives film colony chatter and reviews of pictures. Prescott makes a thoroughly interesting as well as instructive business of his information for housewives and hostesses. Heatter's news stint is short and sweet. The Hollywood stuff is excellent of its kind.

Herbert Marshall

Chase & Sanborn Sunday night hour sans Don Ameche and Bill Fields offered a program that seemed none the less entertaining, generally speaking, excepting of course to those of the audience who have particular attachment for either Fields or Ameche or both. Fields is on loca-

tion making a pix and is expected back next week, while Ameche is taking a rest. Herbert Marshall, battling for Ameche, acquitted himself nicely and shone to advantage in a dramatic sketch with Madge Evans. Marshall worked smoothly and contributed dignity to the emcee angle. Fields' humor was injected via a few "telegrams" to McCarthy, et al. Permanent cast gave a good show as usual.

Vincent Lopez

Adapted to conform to latest trends in music, the Vincent Lopez Orchestra, caught via WOR-Mutual over the week-end in one of its final programs from the Cleveland exposition before returning to New York, holds pretty well to the ingredients that made Lopez popular, with the addition of a refined type of swing. Lopez calls it "suave" swing, with the noisy blare eliminated while the rhythm and tempo are retained. It certainly is easier on the ears than most of the swing music that has been heard these past months.

Fred Lowry, the talented whistler, continues as one of the featured artists of the orchestra, which also includes Bob Lytell and other vocalists, plus the usual nimble piano specialties of Lopez himself.

Cheerio

Cheerio picked a Sunday evening spot over NBC-Blue with which to begin his tenth year on the NBC networks, and spot is perfect for the type program he offers. Departing a bit from his usual style, Cheerio picks birthdays of famous men during the previous week, and presents highspots in their careers. Assisted by J. Harrison Isles and his orchestra and a chorus and occasional guest, program moves swiftly along offering a well diversified bill of fare for the listeners. Cheerio should have no difficulty in drawing his early morning listeners to the Sunday period.

International Radio Forum

World Peaceways on Sunday

a gala radio revue over WNAC Sunday evening.

"The Goofs" (Del, Jack, Ray and Bill) are back on the air every Saturday noon on WEEI.

Mischa Tulin, musician and exponent of the theremin, has a new series of broadcasts on WCOP every Sunday morning.

Nye Mayhew and his orchestra, who have been engaged again for the 1937-1938 dance season at the Hotel Statler, will be heard this season on WEEI every Thursday and Friday night.

Johnny Metcalf, hymn singer, and Jonny Moakley, Yankee control operator, both have their hearts set on obtaining pilot's wings.

started a new campaign to bring the present tense economic and peace situation before the entire world during a world-wide broadcast over CBS at 4-5:15 p.m. Political leaders of countries all over the world participated in what proved to be the largest peace rally ever conducted. The seriousness of present-day economic situation was stressed, and listeners were treated to a clear, poignant description of the entire world in relation to threatening conditions. World Peaceways will conduct future forums, via the air, in an attempt to make radio listeners as pro-peace as is humanly possible.

Jergens Program

George ("Hollywood Whispers") Fischer, who stepped into the Jergens Lotion spot on NBC-Blue last Sunday night to pinch-hit for Walter Winchell, provided a generally interesting quarter-hour. Not the dynamic Winchell style of chatter-dispensing, of course but a good program withal, especially considering the short notice he had. Gloria Stuart as guest star helped to brighten up the show. The night before, Fischer had to do his own Hollywood gossip stint on WOR-Mutual.

Chamberlain Brown

Chamberlain Brown, the Broadway casting agent, has built his Monday 1:30-2 p.m. program into an unusually interesting affair, ripe for any sponsor. As an example of the variety and stellar quality of guests presented on this show, yesterday's lineup included Vaughn De Leath, who has been a topnotch song-seller and songwriter for longer than most radio fans can remember; Alfred de Liagre, Broadway producer, who has a most engaging mike voice and very interesting things to say; Erin O'Brien-Moore, the stage and screen star; Hy Gardner of the Brooklyn Eagle, who offered a batch of gossip, Max Fleisher of Ring Magazine, and others.

Through the medium of his theatrical office and Broadway contacts, Brown has access to a limitless fund of personalities and material.

Lady Kitty Barling

Activities of women in news of the day, fashion hints and other items of special interest to women are incorporated in this Monday and Friday program initiated yesterday at 12:30-12:45 p.m. on WHN by Lady Kitty Barling. Lady Barling is a Britisher and speaks with a decided British accent, which makes her a little different from other commentators of her kind. In her opening program she touched on the Ladies' Auxiliary of the American Legion, and about women in aviation, sports, the theater, etc. Ample diversity of items and clear enunciation made the program interesting throughout.

Briefly

Except for a bit of atmospheric interference, the CBS Drama Workshop short-waved from Dublin Sunday night, "Riders to the Sea," under direction of Irving Reis and performed by the Abbey Theater Players, was first-rate drama fare.

Kay Fayre, New England songstress, proved herself a very pleasing vocalist on Saturday's "Week-End Revue" over NBC-Red. Bailey Axton, a front rank tenor; the prolific pianists, Al and Lee Reiser; Jack Douglas, able emcee and humorist, and Norman Cloutier's orchestra are other components of this entertaining hour.

Among the excellent programs dealing with football making their debut to date is the Gene Ford "Gridiron Smoker", with Ray Saunders as commentator, heard Fridays at 9:15 p.m. over WHN. It is divided into several departments, amounting to something like a magazine of football.

For folks who have specialized tastes in music, the Hancock Ensemble, headed by Capt. G. Allen Hancock, the scientist and cellist, heard Saturday at 8:30 p.m. over WOR-Mutual, is good listening.

BOSTON

Jack Frazer, NBC mikeman, will come to Boston every Saturday afternoon to announce the Boston College football games through WBZ-WBZA. Several of the games will be fed to a New England network. Jack Ingersoll is being brought back from WINS to announce the ten-game schedule of Holy Cross over WEEI. Jay Wesley of WEEI staff will handle the color-crowd assignment. Both of these schedules are sponsored by the Atlantic Refining Company.

The 79th anniversary of R. H. White Company, large Boston department store, was celebrated with

KANSAS CITY

Sid Q. Noel, president of KXBY, has signed with General Mills to air the American Association games for this area in 1938. Noel is back from a Chicago trip.

Morris H. Straight, head of WHB account service department, is the father of a girl. Mrs. Straight (Ann Campbell Straight) was formerly WHB office manager.

Kellogg Co. has bought KMBC's Texas Rangers for a six-weekly spot, through N. W. Ayer & Son. The Rangers, who also will continue their CBS Sunday sustainer, will be known as Box K Ranch Boys for Kellogg.

Easy Washing Machine Co. and K. C. Power & Light have renewed their community sing over WDAF.

NEW ORLEANS

Al Donahue closes at the Roosevelt Blue Room Thursday night after a highly successful engagement.

"Doc" Ed Musso, manager of WBNO, left for Washington to press his hearing before the FCC to get WBNO full time on the dial at 1420.

Jeanne Joseph and Kitty Morgan, singing team, are on once weekly for a half hour over WBNO.

Most of the midwest booking agents seem to be bidding to put a band in the St. Charles bar when it opens in its remodeled glory this fall. Insiders say a local combo of girls will get it.

Mel Washburn, who used to columnize for a morning tabloid, is now host for the Roosevelt bar and cocktail room.



BETTY WINKLER and Pat Murphy, headliners of "Girl Alone" and Bob Guilbert of same show off to Cleveland to present series of sketches at exposition.

Announcer Bill Baldwin of WGN ordered to leave Chicago climate by physician. He has been having a lot of throat difficulty. Expects to go west or southwest.

Skelly Oil will offer cash prizes for listeners who find the rightful claimants to legacies tied up in banks in connection with its "Court of Missing Heirs."

Ken Fry of NBC Special Events dept. gave luncheon Saturday for Alonzo Oriega, Spanish sportscaster, visiting here.

Blackett-Sample-Hummert taking over entire second floor at 221 N. LaSalle street for its production department, with complete studios to be built.

Quin Ryan getting a lot of good-natured kidding from staff members because of his new morning commercial. The WGN manager enjoys late sleeping.

New contracts on Gene Dyer's stations, WSBC, WGES and WCBF include special campaigns for Carnation Milk, Libby, McNeill and Libby, Colgate-Palmolive Peet and a renewal of Clorox. WCBF has just put into operation its new transmitter at Elmhurst, Ill.

Carson City Sees Radio

Carson City, Nev.—This historic capital of Nevada got its first taste of modern radio Sept. 13 with the dedication of Nevada's new Supreme Court building. KOH in Reno installed remote lines to the capital, 35 miles away, and put the entire dedication proceedings on the air. Broadcasts were arranged by the Nevada State Bar Ass'n. The KOH crew handling the pickup included Ivan Jordanoff, program director; Al Kees, KOH chief engineer, and Nick Bourne, publicity director.

S. O. of Cal. to Resume

Standard Oil of California will resume its "Standard School Broadcasts" on Sept. 30, 11-11:45 a.m. over the five NBC-Red Pacific stations plus KSFD, San Diego. No broadcast will be aired on Nov. 11 (Armistice Day) or Nov. 25 (Thanksgiving Day). McCann-Erickson, San Francisco, is handling the account.

Kilowatts Undetermined

Ted Church, NBC press department, officially launched his Blue Network Cocktail yesterday. Concoction, made of gin, French vermouth, orange bitters and creme yvette, is obtainable at the Gateway restaurant in Radio City. Church claims the cocktail has a coast-to-coast wallop.

PROMOTION

New Twist in Salutes

A new twist in salutes to neighboring communities has been started by WWVA, Wheeling, W. Va., with Moundsville as the first city to be honored. A special chain break has been adopted on the even hour daily, and each day a different town is saluted in this fashion: "This is Radio Station WWVA in Wheeling, West Virginia, Moundsville's friendly neighbor." On succeeding days, names of other communities are being substituted for "Moundsville."

Safety Campaign Stunt

By re-broadcasting from police short-wave direct from squad car in traffic, in connection with the Junior Chamber of Commerce Safety Campaign, KCKN gets call letters shown on movie trailers in 14 Kansas City, Kan., theaters daily for 15 days. KCKN also gets another—the second—front page story in local daily newspaper with this broadcast.

WDZ Park Broadcast

WDZ, Tuscola, Ill., third oldest station in the country, piled up quite a record in the way of park broadcasts the past summer. A shady park with swimming pool and carnival concessions was selected and stand erected in a natural amphitheater in the park surrounded with benches. All day, programs were short waved through W9XPU and re-broadcast from the main transmitter six miles away. The Sunday broadcast began May 28 and continued through Sept. 26.

Admission to the park is free, with as many as 20,000 turning out on several Sundays. Announcers, musicians and even engineers were besieged for autographs and pictures. Tots were brought up for the Baby Parade announcer to hold. Special stunts were an amateur contest, broadcasts from a plane hovering over the park and interview programs by Lazy Jim Day, favorite entertainer, who carried a mike among the throng in the park asking riddles. The whole idea original with WDZ has done much to make personal friends out of 400,000 listeners, cause them to follow the station daily and increase listener response.

Commentator Delayed

Commentator Magazine program scheduled to start Sunday at 9:30 p.m. on WOR-Mutual failed to get away due to Lowell Thomas and George Payson being held up in traffic attributed to the American Legion Convention. WOR carried the program as a spot proposition at 9:45 p.m. John B. Kennedy, scheduled for the Thursday show, will be heard at the scheduled time of 10-10:15 p.m.

RCA Communications in ACA

American Communications Ass'n, CIO unit, has lined up RCA Communications for recognition as its sole bargaining agent for radio operating personnel.

... Radio's own daily newspaper modestly presents a series of 200 unsolicited testimonials as to what Radioland thinks of RADIO DAILY.

THOMAS PATRICK, INC.

St. Louis, Mo.

"You are doing a grand job with RADIO DAILY and its value to the industry is increasing by leaps and bounds."

John Conrad

W C M I

Ashland, Kentucky

"... RADIO DAILY is creating quite a furor, I might say, at this station. Jack Bell, of the Three Texans, who is now our commercial manager, will gladly give up being on time for a meal to take a few glances at RADIO DAILY. Our engineers scramble for the Equipment Page and the musicians and program entertainers always find news of some friend or fan on your pages."

Col. Paul Ruble

K O M A

Oklahoma City, Oklahoma

"... RADIO DAILY is a disturbing influence in the KOMA organization—by that I mean its pages are so darn interesting that office routine seems to be ignored until its pages are read by one and all, from the writer down to copy boy.

"The 'meat' in your articles and reports has not been sacrificed by their briefness. This quality is always acceptable in the fast-moving day around a radio station.

"Our congratulations go to RADIO DAILY as the LIFE of radio trade publications."

Neal Barrett

Manager.

... RADIO DAILY is seven months old. It is growing fast. It already has the confidence of a great progressive industry. Watch RADIO DAILY.

NEW BUSINESS

Signed by Stations

KFBK, Sacramento

American Gas Machine Co. (heaters), through Grove Adv'g Agency, Minneapolis; Hammer-Bray Co., San Francisco (Spark stoves), through D'Evelyn & Wadsworth, S. F.; Steiger & Kerr Stove & Foundry Works, S. F., through Fletcher S. Udall & Associates, S. F.; Vick Chemical Co., through Morse International.

WJJD, Chicago

Chamberlain Hand Lotion, Russ Hodges in nightly news commentary, through Coolidge Adv'g Agency, Des Moines.

KFRU, Columbia, Mo.

Philco Dealers, "Phyl Coe" mysteries; Zenith Radio distributors (Electric Lamp & Supply Co., of St. Louis), noon newscast.

WBAL, Baltimore

Horlick's, Lum and Abner, through Lord & Thomas.

WTMJ, Milwaukee

Wisconsin Amusement Co., renews station breaks.

KNX, Los Angeles

Fox West Coast Theaters, time signals, through Hillman-Shane agency.

KBTM, Jonesboro, Ark.

Chevrolet Motor Co., National Oats Co., Zenith radio dealers, Philco dealers.

WADC, Akron

Hed-Aid, Detroit; International Laboratories, "Adviser of the Air."

KXBY, Kansas City

Chicago Engineering Works, "Modern Miracles."

WMAS, Springfield, Mass.

Philco, "Man on Street" conducted by F. Turner Cooke.

WCKY, Cincinnati

Look magazine, "Streamline Review" disks, through Schwimmer & Scott, Chicago.

ONE MINUTE INTERVIEW
STELLA UNGER

"Progressiveness has been the keynote in radio ever since its inception. Inadvertent neglect, however, of standardizing musical programs has inundated audiences with a procession of once popular melodies which consistently bores them to tears. Former 'hit songs' are enjoyable only when a White-man or an orchestra leader in the same category re-arranges the composition."

★ Coast-to-Coast ★

FRANK KEEGAN, formerly with **KELD**, El Dorado, Ark., has joined **KBTM**, Jonesboro, Ark., as announcer.

KWK, St. Louis: **Al Sarli** has been placed in charge of music, replacing **Rolla Coughlin**. . . **Johnny O'Hara** and **Ray Schmidt** of the sports staff are handling the new series of broadcasts from St. Louis Bowling League alleys, sponsored by **Hyde Park Beer**. . . **Meredith Mason**, woman commentator, had **Sally Rand** as guest the other day.

Harry Ginsburg will be at the mike for the New Britain High School football games to be aired over **WNCA**.

WKRC, Cincinnati: **Whispering Eddie Schoelwer** this week begins his fourth consecutive year of broadcasting under **Solway Furniture Co.** sponsorship. . . "Freshest Thing in Town," starring **Johnny Lawrence**, returned Monday for **Rubel Baking Co.**, marking its 200th episode.

Bob Robb, formerly of **KWQ**, San Jose, has joined the sales staff of **KHUB**, Watsonville, Cal.

WADC, Akron: **Ernest and Louis Cassas** of Havana stations are guest of **WADC**, inspecting equipment and conferring with **John Aitkenhead**, chief engineer. . . **Hungarian News**, Cleveland paper, is sponsoring a Hungarian music program here. . .

P. & G. Chipso Account Shifted to Pedlar-Ryan

(Continued from Page 1)
of **Chipso** will be transferred from **Compton Advertising Inc.** to **Pedlar & Ryan Inc.** Change will be made as soon as arrangements can be completed. Reason advanced for change is that policy of company calls for competing products to be handled by competing advertising agencies. Four agencies are now handling the **P. & G.** accounts. No further changes are contemplated.

MacGregor Producing "Kitty"

Frank Dahm, writer of the "Pretty Kitty Kelly" serial on **CBS**, who has moved to New York at the invitation of **Benton & Bowles** agency, will continue to work on this show and others, but production of "Kitty" will remain in the hands of **Kenneth W. MacGregor**, whose direction has had much to do with the success of the show.

Sponsors Get Legion Privilege

All **NBC** sponsors who have programs on the air today will have the opportunity of airing any portion of the **Legion Parade** if they desire. **John Royal**, **NBC** vice-president in charge of programs, has so notified agencies and clients of this special service.

Goodyear Tire & Rubber is featuring interviews on its daily programs.

WBRY, New Haven: "L'Ora Italiana," formerly on **WELI**, is a new **WBRY** commercial. . . **Jack Henry**, station super, writes his own poetry for "Rhythm and Rhyme."

Dave Zimmerman, announcer, interviewer, and dramatist at **WSPD**, Toledo, leaves Sept. 25 to join the **NBC** announcing force in Chicago.

James Gibney, formerly connected with **NBC** in New York, is now with **Famous Music** at the Paramount exchange in Cincinnati.

Edgard A. Thompson, radio editor of the **Milwaukee Journal** and **George Comte** are appearing on a new sponsored series, "Behind the Mike," over **WTMJ**, Milwaukee.

Irma Serra and **Tom Walsh**, vocalists at **WSPR**, Springfield, are set for network auditions. **Kay Fayre** of **WMAS** has already been tested.

National Fiddlers Contest and **Radio Stars Jamboree**, claimed to be the biggest event of its kind in the East, will be held Oct. 3 at the **High School Auditorium** in New Britain, Conn., under direction of **Hank King**, who will be there with his **Radio Gang**. Some of the stars who will be there are **Keene's Radio Gang**, **Jake and Carl**, **Eddie Reed**, and **Billy Fields** and his cowboy radio band.

Shirley Lloyd Stricken

Boston—**Shirley Lloyd**, vocalist with **Ozzie Nelson**, stricken by appendicitis while en route here with **Ozzie Nelson's** band to play at the **RKO Boston Theater**, is recuperating in **City Hospital** following an operation.

Socony Sponsors Yale Game

Philadelphia—**Socony Vacuum Oil Co.** will sponsor the **Pennsylvania-Yale** game, to be played Oct. 9 at **Yale Bowl**, New Haven, over **WFIL** here. **J. Stirling Getchell Inc.** made the contract.

HURRY!

If you want the exclusive rights in your area for

AMERICA'S OUTSTANDING WOMEN'S PROGRAM



Good Morning Neighbor

WRITE ★ WIRE

STAR RADIO PROGRAMS, INC.

250 Park Avenue New York City

AFM COMMITTEE AWAITS DRAFT BY ROSENBAUM

(Continued from Page 1)

all contracts between the **AFM** and the radio stations.

Meanwhile the **AFM** committee yesterday took up other problems aside from the increased musician employment among radio stations.

Incidentally, the **AFM** gave networks and local outlets a blanket O.K. on broadcasting in connection with the **American Legion** convention.

GUEST-ING

PATSY KELLY, on **Ben Bernie** program, Sept. 28 (**NBC-Blue**, 9 p.m.)

VIRGINIA BRUCE, in "Cimarron" on **Lux Theater** program, Sept. 27 (**CBS**, 9 p.m.)

JOE PENNER, on **Al Jolson** program, re-set for Sept. 28 (**CBS**, 8:30 p.m.)

DOROTHEA LAWRENCE, opera and concert artist, on **Glenna Strickland's** "Happiness Circle," today (**WMCA**, at 9:15 a.m.)

NINO MARTINI, on "Song Shop," Oct. 1 (**CBS**, 10 p.m.)

CHICK MEEHAN, football coach, interviewed by **Eddie Dooley**, Sept. 23 (**CBS**, 6:30 p.m.)

"HIGH FIDELITY" INSTANTANEOUS RECORDING

Highest Quality Recording attained by

★ Most expensive modern instantaneous recording equipment.

★ Expert Electrical Transcription wax recording Personnel (graduate and licensed engineers).

REMOTE CONTROL by permanent lines

OFF THE AIR by special filtered antennae

STUDIO with 60'x30' double ceiling broadcast studio Dynamic microphones.

Instant Service

ADVERTISERS RECORDING SERVICE, INC.

113 WEST 57th ST., NEW YORK

Phone Clr 7-6982

Established 1930



RADIO DAILY

Serving the Better Interests of Commercial Radio and Television



VOL. 2, NO. 58

NEW YORK, N. Y., WEDNESDAY, SEPTEMBER 22, 1937

FIVE CENTS

AFM Contract Held Up

NEW SEALTEST SERIES FEATURES TALENT HUNT

New series which Sealtest Inc. will start over NBC-Red on Oct. 17 at 10-10:30 p.m. to replace the current "Sunday Night Party" will embrace a search for outstanding instrumental and vocal talent. Titled "Rising Musical Stars," the program will feature Alexander Smallens conducting an orchestra composed of N. Y. Philharmonic members; Hans Fuerst, directing a mixed chorus of 70, and Richard Gordon as commentator.

Jury of auditions will include Smallens, Alma Gluck and Ernest

(Continued on Page 2)

Anti-Ascap Organizer Contacts K. C. Stations

Kansas City—Local broadcasters are viewing with suspicion an effort by Edward Carter to organize radio and other users of music, for the purpose of introducing anti-Ascap legislation in the state of Missouri.

(Continued on Page 2)

Zenith Head Advocates More 500,000-Watters

Chicago — Further distribution of 500,000-watt licenses for day and night transmission is advocated by Commander Eugene F. McDonald Jr., president of Zenith Radio Corp., fol-

(Continued on Page 3)

ACA Signs WWSW

American Communications Association, CIO unit, yesterday revealed that WWSW, Pittsburgh, has signed a contract recognizing the ACA as sole collective bargaining agent for the technical staff of the station. Signing of WWSW marks the opening of a fight by the ACA to sign up all radio stations in that city.

MGM Stars Exclusive

Chicago—Metro-Goldwyn-Mayer stars will be tied up for exclusive radio appearances in the deal between the film company and General Foods. William Morris office says the \$25,000 a week show replaces Maxwell House "Show Boat" the first or second week in October and will be the most expensive program on the air.

Looking Ahead

Chicago—With their eyes on the future of radio, four NBC announcers here are taking Spanish lessons at a Michigan Ave. language school.

The ambitious mikers are Norman Barry, Durward Kirby, Fort Pearson and Gene Rouse.

PHILCO STATION LIST BOOSTED AGAIN TO 143

Addition of another 13 stations to the list carrying the \$50,000 "Phyl" Coe Radio Mysteries Contest has brought the total to 243 outlets on the disk series, which was originally intended for only 100 stations. Gross cost of the 16-week campaign is now estimated at close to \$1,000,000. Volume of entries for the broadcast was far above expectations, the company reports.

Lewis R. Amis Joins Brooke-Smith-French

Detroit—Lewis R. Amis, formerly director of radio for Erwin, Wasey & Co., New York, has been named director of radio for Brooke, Smith & French Inc., Detroit and New York. Amis will direct "Hobby Lobby," new coast-to-coast program for Hudson

(Continued on Page 2)

CBS Case Postponed

Hearing scheduled for yesterday by National Labor Relations Board on the American Communications Ass'n-CBS case was postponed until Sept. 28. Charles Kleinman, ACA radio

(Continued on Page 2)

CBS New England Invasion Adds WNBX, Springfield, Vt.

Gov. Hoffman Calls Off Suit vs. Boake Carter

Trenton, N. J.—Following an exchange of friendly letters, Governor Hoffman has called off his \$100,000 libel suit against Boake Carter, Philco-CBS commentator, et al, growing out of the Hauptmann case. Carter

(Continued on Page 2)

Standard Provisions Being Revised As Weber Warns That 200 Network Affiliates Must Accept It

KELLOGG FOOTBALL PLANS ARE STILL IN THE DARK

With only a few more weeks remaining before football will become a weekly feature on stations all over the country, Kellogg Co. still has not announced its schedule for the games it will sponsor. It is generally understood that the sponsor has a corner on the mid-west games with the Big Ten games included. Schools and stations involved have not yet been revealed, but final word is expected from company's headquarters in Battle Creek before the end of the week. Account is handled by N. W. Ayer & Son, which also handles the Atlantic Refining football setup in the east.

Seven Stations on CBS Are Added by Old Dutch

Chicago — Old Dutch Klenzer's Bachelor's Children adds seven CBS stations Sept. 27. They are WOKO, Albany; WCHS, Charleston, W. Va.; WFBL, Syracuse; WHAS, Louisville; KRNT, Des Moines; KFAB, Omaha,

(Continued on Page 3)

Cisler-Shuman Get WHBB

Selma, Ala. — Negotiations have been completed whereby Steve Cisler and H. A. Shuman of Beaumont, Tex., become owners of WHBB here.

Final draft of the standard provisions which will be part of all contracts negotiated between the AFM and the broadcasters, received a thorough overhauling yesterday at a day and night session between the AFM Executive Committee and that representing the Independent Radio Network Affiliates. At 11 p.m. last night, when the conference closed, Samuel R. Rosenbaum, of WFIL, who drew up the five-page contract said that the changes in various clauses were more or less minor and a matter of exact language. Representing the

(Continued on Page 3)

ELGIN WATCH RESERVES TIME ON CBS NETWORK

Chicago—Elgin National Watch Co. of Elgin, Ill., has reserved Thursday nights at 7:15 starting Oct. 21 over 52 CBS stations. Talent of show is yet to be decided, except that the Earl of Elgin, British peer, has been engaged to launch the program with some remarks to be short-waved from London. J. Walter Thompson is the agency.

Hart-Schaffner-Marx Planning a Campaign

Philadelphia — Hart, Schaffner & Marx will launch one of the largest campaigns in its history this fall to mark its golden jubilee, E. R. Richer,

(Continued on Page 2)

Annual Checkup

Rochester, Minn.—Freeman Gosden and Charles Correll (Amos 'n' Andy), following their broadcast Monday night from Chicago, flew here to undergo their annual checkup at the Mayo Clinic, where their programs will originate the rest of the week. They came north from the Dallas Fair and will fly back to the coast Saturday.

(Continued on Page 3)



Vol. 2, No. 58 Wed., Sept. 22, 1937 Price 5 Cts.

JOHN W. ALICOATE : : : Publisher

DON CARLE GILLETTE : : : Editor

MARVIN KIRSCH : : : Business Manager

Published daily except Saturdays, Sundays and Holidays at 1501 Broadway, New York, N. Y., by Radio Daily Corp., J. W. Alicoate, President and Publisher; Donald M. Mersereau, Treasurer and General Manager; Chester B. Bahn, Vice-President; Charles A. Alicoate, Secretary; M. H. Shapiro, Associate Editor. Terms (Post free) United States outside of Greater New York, one year, \$5; foreign, year, \$10. Subscriber should remit with order. Address all communications to RADIO DAILY, 1501 Broadway, New York, N. Y. Phone WIsconsin 7-6336, 7-6337, 7-6338. Cable address: Filmday, New York. Hollywood, Calif.—Ralph Wilk, 6425 Hollywood Blvd. Phone Granite 6607.

Entered as second class matter April 5, 1937, at the postoffice at New York, N. Y., under the act of March 3, 1879.

FINANCIAL

(Tuesday, Sept. 21)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Am. Tel. & Tel.	163	160 1/2	160 1/2	— 1
CBS A	26	25 1/2	26	+ 3/4
CBS B	25 1/2	25 1/4	25 1/2	+ 1/2
Gen. Electric	45 7/8	44 1/2	44 3/4	+ 5/8
North American	23	22 1/8	22 1/4	+ 1/4
RCA Common	10	9 5/8	9 5/8	—
RCA First Pfd.	68	65 3/4	67 7/8	+ 2 1/8
Stewart Warner	14 3/4	14 1/4	14 5/8	+ 1/2
Zenith Radio	36	34 3/8	34 1/2	— 1/4

NEW YORK CURB EXCHANGE

Majestic	2 1/4	2 1/4	2 1/4	— 1/8
Nat. Union Radio	1 3/8	1 1/4	1 3/8	— 1/8

OVER THE COUNTER

	Bid	Asked
Stromberg Carlson	10 1/2	12

Radio Talent En Masse In Legion Show Tonight

The All-Star Legion Show tonight from Madison Square Garden will have nearly everybody in radio on the air. Doings, of which James E. Sauter is head, will be aired over all national networks and many independent stations. Show starts at 10:30 p.m. and will run into the early hours of tomorrow.

Adopts "City Desk" Dramas

"City Desk", dramatizations glorifying the adventures of newspapermen, replace the "It Might Have Happened to You" series on the "Johnny Presents" program over CBS every Saturday at 8:30-9 p.m. Charles Martin, author of the "thrill" scripts, presented two of the newspaper episodes when the program was taking its real-life stories from every field of activity.

New Sealtest Series Features Talent Hunt

(Continued from Page 1)

Schelling. They will pick the candidates for each week's programs, and every four weeks a Committee of Awards will name the outstanding artist, who will receive \$500. In the finals, the winner will get \$1,000.

Lewis R. Amis Joins Brooke-Smith-French

(Continued from Page 1)

Motor Car Co. which starts over CBS and WOR on Oct. 6. He will supervise continued production of "Lone Ranger" program for Silvercup bread over MBS, and over the state of Maine program, featuring Marjorie Mills, which originates in Boston and will be heard over both the Yankee and Mutual nets. Agency states that considerable other important radio projects are in process of preparation.

Hart-Schaffner-Marx Planning a Campaign

(Continued from Page 1)

advertising manager, told local outlets. Dealers throughout the country will participate in the campaign, which will include radio and newspapers. Chicago office of BBD&O will handle.

RCA Victor Promotions

Camden, N. J.—G. K. Throckbottom, executive vice-president of RCA Manufacturing Co., announces the following promotions in RCA Victor sales executive organization. L. W. Teegarden, formerly eastern division manager, placed in charge of radio tube sales to wholesale distributors; M. F. Blakeslee, formerly manager of the Chicago district, appointed manager of the eastern division, with headquarters here; Richard A. Graver, formerly manager of Cleveland district, appointed manager of Chicago district; A. G. Kemp, formerly package goods sales representative in Cleveland, appointed manager of Cleveland district; E. J. Rising, formerly manager of San Francisco district, appointed manager of Los Angeles district, replacing E. W. Isenhower, resigned.

Ascap Neb. Collections

Lincon—Facts submitted yesterday for consideration of three judges who heard Ascap's attempt to enjoin the legislative action making it a violation of the law showed that Nebraska paid 44,000 composers represented by the society \$53,984.33 in 1936, Lancaster (Lincoln) county paying \$14,435.55; Douglas (Omaha) county, \$22,361.33. Nine radio stations paid \$4,137 each; 250 movie houses, \$45 each; 24 restaurants and hotels, \$56 and \$360, respectively, each, and dance halls, \$25 each.

Mutual's Third Birthday

Mutual Broadcasting System will be three years old on Oct. 2.

Anti-Ascap Organizer Contacts K. C. Stations

(Continued from Page 1)

Carter is accompanied by his attorney, Fred J. Wolfson, and has been steaming up music users for the past week or more. A meeting was held here in the Muehlebach, but no definite plan was offered. Indications were that Carter would follow up with individual solicitations.

Carter is said to have worked for Ascap branch office somewhere, but this was not verified. Also stated that he was once associated with Ed Craney of KGIR, but this is also unverified. Understood that Ellis Atteberry of KCKN has apprised the NAB of the matter.

Gov. Hoffman Calls Off Suit vs. Boake Carter

(Continued from Page 1)

said he disagreed with the governor's judgement but did not question his sincerity. Hoffman termed the situation a misunderstanding.

CBS Case Postponed

(Continued from Page 1)

department, left for Philadelphia immediately after the postponement was announced and will handle negotiations now under way between WCAU and its technical staff.

Kennedy on Motors Program

John B. Kennedy will be the commentator in a new feature of the General Motors concerts which start over the NBC-Blue on Oct. 3 at 8-9 p.m. Kennedy will deliver a topical feature, titled "Parade of Scientific Progress", in the center spot of the program. Erno Rapee will conduct the orchestra in the new series, which will again be aired from Carnegie Hall with outstanding guest soloists.

400 for WFAS Kiddie Club

Uncle Neal, director of WFAS Kiddie League, will offer the 400th consecutive weekly program of his juveniles on Saturday afternoon at 3:30 in the regular series sponsored by Golden Bros. Inc., dealers in Ambricoal, White Plains, and broadcasting directly from the stage of the new Colony Theater there. Uncle Neal lays claim to the oldest children's program continuously on the air. The feature has been sponsored by Golden Bros. throughout the summer.

"Romancers" Returning

"The Romancers," quarter-hour of song, music and readings, return to WOR at 9:15 p.m. Sunday under sponsorship of Weston Biscuit Co., Ltd. Cast includes Willard Amison, Adelaide Norton, Erik Rolfe and Louise Wilcher.

Son for Paul Rhymer

Chicago—Paul Rhymer, author of "Vic and Sade", is the father of a boy. Last week, Bernadine Flynn (Sade) had her first baby.

COMING and GOING

JOE DI NATALE, director of promotion and publicity for Central States Broadcasting System in Lincoln, Neb., is in New York for a two-week vacation look-around.

HARRY HARVEY, technical supervisor of Central States Broadcasting System, arrives in New York on Saturday from Nebraska. He will be accompanied by Mrs. Harvey.

EARLE FERRIS arrives in Chicago from New York on Sept. 27 to view the Edgar Guest show.

RICHARD MARVIN is back at the Chicago office of J. Walter Thompson, following a huddle in New York.

ROY GALVIN, Boston ballroom operator, arrived in New York yesterday.

J. LEVINE, Chicago booking agent, arrived in New York yesterday.

STAN ZUCKER, formerly g.m. of Cleveland's CRA office, arrived in New York yesterday from Cleveland to take over the New York g.m. reins.

HILDEGARDE, NBC songstress, returns from Europe tomorrow on board the Champlain.

ED ROECKER is the featured attraction at the South Jersey Electrical & Radio Exposition at the Camden, N. J., Convention Hall.

WILFRED PELLETIER, conductor, arrives in New York from Europe tomorrow on the Champlain.

40,000 Persons Attend WIBW Fair Broadcasts

Topeka—It is estimated that more than 40,000 persons saw and heard the broadcasts conducted last week by WIBW from the Kansas Free Fair, with Allis-Chalmers as sponsor of the airings. Entertainment talent used by Allis-Chalmers was the well-known radio team of Henry and Jerome. Hilton Hodges handled announcements. Broadcasts were given Monday through Saturday at 11:45-12 noon and 12:30-12:45 p.m., with all 12 programs sent to KFEQ, St. Joseph, Mo., through special telephone connections.

Osgood Perkins Dead

Washington Bureau, RADIO DAILY

Washington—Osgood Perkins, 45, stage, screen and radio actor, died of a heart attack late Monday night, following the premiere of "Susan and God", new play in which he was appearing with Gertrude Lawrence.

Pete and Joe Joins WSYR

Syracuse—Pieplant Pete and Bashful Joe, hillbilly and comedy singing team, have joined the staff of WSYR entertainers and will do an early morning show, 6-6:30, Monday through Saturday. They were previously heard over WTAM, Cleveland, and WBZ, Boston, and have just completed a personal appearance tour through New England.

AL DONAHUE

Now Appearing
ROOSEVELT HOTEL,
New Orleans
Opens at the Rainbow Room Oct. 6th
For Fall and Winter Season
Fourth Return Engagement

NOW YOU CAN BUY A
COMPLETE PRESTO
SOUND RECORDER
FOR ONLY . . . \$149.00
PRESTO RECORDING CORP.
135 W. 19th St. New York - N. Y.

CBS INVASION ANNEXES WNBX, SPRINGFIELD, VT.

(Continued from Page 1)

1,000-watter operating on 1260 kcs. Phil Hoffman, formerly with the Iowa network, is manager and Charles Denny is director of sales. Network rate will be \$125. WNBX is the largest station in the state.

Zenith Head Advocates More 500,000-Watters

(Continued from Page 1)

lowing his return from a Great Lakes cruise on his yacht. He said Crosley's WLW should be urged to continue 500,000 watts as a boon to radio listeners in isolated sections.

WNEW Football Forecast

Earl Harper, WNEW sports commentator, will be heard in a special football forecast broadcast at 1:45 p.m. each Saturday during the football season, beginning this week. In addition, Harper will be heard in "Pigskin On Parade," the WNEW three-hour football broadcast, scheduled for 2:45 to 5:45 each Saturday during the football season. At 8:45 each Saturday night WNEW will present a period of final football scores.

KANSAS CITY

WDAF is set to install a temporary studio in one of the committee rooms at the Municipal Auditorium, from which they will broadcast highlights of the National Bar Association meeting which opens Sept. 27.

WHB took the air Monday with a pair of quarter hour shows for Bently Clothing Co. Using disc music of the hot variety on the a.m. show and sweet recordings on the evening spot, sponsor offers a \$25 prize to the person submitting an acceptable name for each show. Dick Smith handles one airing and Les Jarvies the other.

Larry Sherwood, KCMO manager, left Saturday, and T. L. Evans, president of the station, left Sunday for Washington to be present at the FCC hearing on the station's application for greater power. The hearing is set for Sept. 24.

KCMO has organized a symphonic choir of 24 voices which is now in rehearsal under the direction of Larry Sherwood, station manager.

KXBY starts a one-year juvenile amateur show Oct. 11 for Consolidated Drug Trade Products Co. (McCoy's Cod Liver Oil Tablets), through Benson & Dall.

MICROPHONE

Repairs
Dynamic, Velocity, Etc.
Also New

Dynamics for Studio and Remotes

Write for Catalogue

AMERICAN MICROPHONE CO., INC.
Los Angeles, Calif.

NEW PROGRAMS—IDEAS

KVOD Program Items

Professor Minnovitch, an imaginary character, portrayed by Archie Hall of the staff of KVOD, Denver, is aired each Tuesday at 2:30 p.m. Last week he invented Tasty Pasties, a breakfast cereal that makes children grow to manhood in two minutes. It's a knockout of a show. Joe Finch assists and does a fine job as Hugo Krause, the Professor's right hand man.

The report that a program cannot sustain itself for over a year is knocked into a cocked hat by the fact that Budd Heyde has been on the air three times a week over KVOD in Denver for eight years. His last 15-minute program netted 54 telephone calls. Budd plays the piano and the accordion and sings.

When "The Judge Tells His Story," a dramatized presentation of facts goes on the air weekly over KVOD, the real judge prevails over the program. He is Judge Philip Gilliam of Denver Municipal Court.

"All Woman" Hour Bars Men

All men are warned against listening in "Confidentially" with Millie Tralle on Saturday mornings at

10 o'clock over WFAS when women exchange controversial ideas under protection of anonymity. Sponsored by non-competitive organizations, the show is designed, written and presented by Miss Tralle, Director of Women's Programs at the White Plains station, whose distinctive personality and stylized copywriting afford listener entertainment in streamlined advertising. Inaugurated September 11, "Confidential" commercials are already recognized as potent business stimuli for national advertisers in this fertile residential market.

Nursery Rhyme Variations

"Poetic License", the program of poetry conducted by Norman Corwin over WQXR, will feature tonight at 9:45-10 a performance of variations on "Mary Had A Little Lamb". Corwin, assisted by Peggy Burt, actress, will translate the nursery rhyme into the styles of a train announcer, Gertrude Stein, Dr. Jekyll, and Mr. Hyde, a police radio officer, Maurice Maeterlinck, a surrealist, a sports commentator, a professor of psychoanalysis, and others.

★ Programs That Have Made History ★

WMCA's "Grand Stand and Band Stand"

THE longest commercial program in radio, "Grand Stand and Band Stand," presented seven days a week, three hours a day on WMCA, is also the most popular afternoon broadcast in the Metropolitan New York area. Sponsored by Wheaties, a product of General Mills, the program pulled a 42 per cent listener rating in a Ross Federal survey of the popularity of all programs broadcast during that time.

Totally different from any other type of program on the air, "Grand Stand and Band Stand" is one of the few broadcasts which achieves complete informality in production and yet assumes a unified coordination on the air. Actually a sports parade with news flashes and reports of major league games, the program is also a variety show presenting Lee Grant and his 14 piece orchestra with "Smiling" Jerry Baker, Helen Young, Lorraine Barnett and Kay and Buddy Arnold as soloists.

Broken into two sections, from which it obtains its name, the "Grand Stand" portion of the broadcast furnishes half inning scores, home runs, hitters and battery changes. Garnett Marks and Joe O'Brien handle the baseball reports. Racing news is furnished by Bob Carter. The "Band Stand" portion of the program includes, besides the orchestra and soloists, Hollywood chatter by Powell

Clark who also interviews noted screen stars.

One of the interesting features of the program is the novel manner in which baseball news is gathered for the broadcast. On one side of the studio is a huge blackboard. Outside the studio is a specially constructed ticker room which brings the inning to inning results by teletype from the ball parks of the nation. As the results are gathered, they are rushed to the studio and posted on the blackboard for delivery as soon as a musical number is ended.

Results compiled recently indicate that the three-hour show has made an indelible impression upon listeners of all types. Mail is received not only from sports fans who follow their home teams in play, but from shut-ins and hospitalized listeners. In fact, this mail has come in such quantities that a special program was dedicated to shut-ins recently.

The program is produced and directed by Hal Janis, sports editor of WMCA. Don Kerr and Joe Tobin are the masters of ceremonies on the shows.

First in local accounts
in Chicago

WGES

(In the heart of Chicago)

STANDARD CONTRACT OF AFM HELD UP

(Continued from Page 1)

IRNA at the meetings were Emile Gough of Hearst Radio, John Shepard 3rd, of Yankee Network and Rosenbaum.

As matters now stand, Rosenbaum will draw up another draft and send it to President Jos. N. Weber of the AFM who will compare it with his own new draft and inform the IRNA Special Advisory Committee if it meets with the AFM approval. Many hours were taken up with Weber seeking to leave no loopholes whatsoever, which was also the aim of the IRNA contingent. Matters of cancellation clauses, the Canadian stations affected and kindred items held up the proceedings.

Regarding the Canada outlets, it was finally stipulated that the five outlets in the Dominion affiliated with the major networks would be bound by the IRNA agreement.

IRNA committee said that the standard provisions as stipulated last week were fairly intact, but Pres. Weber of the AFM informed RADIO DAILY at the same time that unless a minimum of 200 affiliated network stations came through and backed up the IRNA Committee the negotiations to date will probably prove to be a waste of time.

Weber pointed out that the IRNA is dependent for success on the allocation of the \$1,500,000 expenditure for additional musicians in accord with AFM wishes and the new men to be hired must be spread around in spots to suit the AFM. This cannot be worked out unless the IRNA gets a fast and full return on its questionnaire sent out late last week.

Seven Stations on CBS Are Added by Old Dutch

(Continued from Page 1)

and WCCO, Minneapolis. WGAR also to replace WHK at Cleveland. Other stations are WGN (Mutual), which originated the program two years ago; WABC, WEEL, WCAU, WJAS, WKBW, WJSV, WKRC, WJR, and KMOX. Show is written by Bess Flynn and handled through Roche-Williams-Cunningham, Chicago.

LEE GRANT
AND HIS ORCHESTRA

23rd WEEK

SPONSORED BY GENERAL MILLS



3 HOURS DAILY

2:30-5:30 P.M.

★ F. C. C. ★ ACTIVITIES

HEARINGS SCHEDULED

Oct. 11: S. L. Slover Corp., Norfolk. CP for new station. 1370 kc., 250 watts, unlimited.

Harwell V. Shepard, Denton, Tex. CP for new station. 1420 kc., 100 watts, daytime.

First Baptist Church, Pontiac, Mich. Auth. to transmit programs to CKLW, Windsor, Ontario, Can.

Oct. 13: Y. W. Scarborough & J. W. Orvin, Charleston, S. C. CP for new station. 1210 kc., 100 watts, 250 watts LS., unlimited.

Burl Vance Hedrick, Salisbury, N. C. CP for new station. 1340 kc., 1 KW. daytime.

Oct. 14: WAAB, Boston. Mod. of license to increase power to 1 KW. 1410 kc., unlimited.

Tri-City Broadcasting Co., Inc., Schenectady. CP for new station. 950 kc., 1 KW., unlimited.

Oct. 15: Hollenbeck Heights Christian Church, Los Angeles. 1170 kc., 100 watts, limited.

C. Bruce McConnell, Indianapolis. CP for new station. 1500 kc., 100 watts, 250 watts LS., specified.

KTUL, Tulsa. CP to increase power to 1 KW., 5 KW. LS. 1400 kc., unlimited.

John P. Harris, Hutchinson, Kan. CP for new station. 710 kc., 1 KW., daytime.

Coming Events

Sept. 18-27: International Radio-Television Exposition under auspices of S.P.I.R., Palais de Foire, Lyons, France.

Sept. 25-30: International Exposition of Radio, Porta Bastioni di Venezia, Milan.

Sept. 29: Radio Manufacturers Ass'n fall meeting, Hotel Roosevelt, New York.

Oct. 1-3: National Radio Parts Show sponsored by Radio Manufacturers Ass'n and Sales Managers Club, Commercial Hall, Port Authority Bldg., New York.

Oct. 4: Popular Music Publishing Industry trade practice hearing, before Federal Trade Commission, Washington.

Oct. 12: National Ass'n of Broadcasters board of directors meeting, Waldorf-Astoria, New York.

Oct. 16: Educational Broadcasting conference called by KSTP, St. Paul.

Oct. 21-22: American Ass'n of Advertising Agencies Pacific Coast Convention, Hotel Del Monte, Del Monte, Cal.

Oct. 27-30: Annual meeting of Association of National Advertisers, The Homestead, Hot Springs, Va.

Nov. 1: Inter-American Radio Conference, Havana.

Dec. 8-12: Eighth Annual International Radio Club Party, Havana.

Feb. 1, 1938: International Telecommunications Conference, arrangements being made by General Manager of Egyptian State Railways, Telegraphs & Telephones, Cairo, Egypt.

RALPH KIRBERY

"The Dream Singer"

MANAGEMENT
WILLIAM MORRIS AGENCY



● ● ● From the Main Street of America Legionnaires tramped on to THE Main Street—Broadway. Never has the Street been that way. Though newspapers say "New Year's Eve and election night regulations" were in force regarding the police—this is definitely untrue!...Cops never permitted N. Yorkers to take possession of a trolley car and run it down the street—or buses. Nor did they permit the lifting of signs off lamp posts.

● ● ● Now take that veteran over there, trying to place a knot in the policeman's horse's tail. His cap states he's from Virginia. He may be from Danville and regular listener to Rosser Fowlkes via WBTM, or his mate with an Indiana cap may know the news editor of WLBC, Ed deMiller—if he's from Muncie....There's a guy squirting water in the faces of people after tapping them on the back which ascertains a perfect shot at the kisser. He's from Texas—maybe Longview, where KFRO airs some snappy recordings....Oh boy, look at that guy play a kazoo. He really "beats it out" plenty out. He's from North Carolina. Betcha if Bill Schudt Jr. of Charlotte's WBT heard him, he'd be an air sensation....Gosh, get the snap and swing of that parade....A Kentuckian started hog-calling, and got a reply from Colonel Jack Major, who's been making hog-calling his trade mark over CBS....Even Bob Burns did a bit of it on his program last Thursday.

● ● ● There's a bunch of new arrivals at the Crossroads of the World. They haven't joined into the swing of things yet—but they will. Caps state they're from California....Bet they didn't know that Jimmy Fidler had been signed by Warners for five pictures....Shucks, get a load of that Kansas crowd trying to de-rail a trolley. Ralph Nelson, program director for KCKN, Kansas City, should get this mob together after this fracas here, and let them tell about capturing a City of Six Million....By 6:45 p.m. Sunday there wasn't a square inch of walking space in Times Square. One bunch from Penn. mounted the roofs of standing buses and made speeches—while another crew stole the picket signs and began walking in front of anything or anyplace that displeased them....We saw a mounted cop fold his arms while at his feet the boys were re-enacting the Battle of Chateau Thierry.

● ● ● Some Michigan people hadn't seen any of their hometown caps, so a two-hour search was begun which ended outside a local bar where you never heard such a fine quartet. Wish that Richard E. Connell Jr. of WJBK, Detroit, was around to hear them. They were a credit to the state....Next came a crew from Alabama who seemed to be very much interested in the pictures outside the Paradise and Hollywood Restaurants. Suggest that when television becomes a fact, WSGN, Birmingham, take care of installing sending apparatus pronto....Incidentally, the French Casino management has forbidden their girls from leaving the theater during the evening and provides them with cab fare direct to their homes during the A.L. sojourn in town....As we write this, shots are being fired.

● ● ● Who said Broadway was dead? Or that it was a Glorified Coney Island?...There's more glamour to this street than to any other in the country. Ask a Cal. vet or Chi. buddy or a doughboy from the Delta. They're having a grand time here....It's very disappointing to businesses here, because it seems the boys find enough entertainment and enjoyment among themselves. Aside from the hotels, bars, restaurants and railroad terminals, not much money will be left here....There was a fellow wearing a cap leaning against a building. He smiled as he watched the fun—but didn't participate. A leg was left in France.

AGENCIES

LORD & THOMAS radio department will undergo changes tomorrow when Thomas McAvity, present head of the department, leaves for Hollywood to take charge of that branch. Ted Sisson taking over McAvity's job in New York. Monie Hellinger will assist Sisson.

JOHN FALKNER ARNDT, president of the John Falkner Arndt & Co., Inc., Philadelphia, has returned to his desk and duties after attending the sixth annual convention of the Continental Agency Network in St. Louis.

GUY C. PIERCE, executive vice-president of Roche, Williams & Cunningham, of Philadelphia, was presented an engraved gavel at a testimonial dinner last week marking his election as president of the Grand Lodge of Theta Delta Chi fraternity. Pierce is also vice-president of the Poor Richard Club.

LES QUAILEY, who handles football broadcasts for Atlantic Refining Co., through N. W. Ayer agency, Philadelphia, with which he is connected, spent the week-end with Bill Schudt, general manager of WBT, Charlotte. Atlantic is sponsoring the entire Duke schedule over WBT. While in the city Quaiely, who was formerly football observer for Ted Husing, selected Lee Kirby of the WBT staff for the Thursday night local football programs. Lee Kirby is also handling the Duke play-by-play series.

Rita Rio Ork for Restaurant

Marking the first time that an all girl orchestra will provide the dance music for a New York nitery, Rita Rio and her femme musical constituents have been booked to play an indefinite engagement at the Hollywood Restaurant starting Oct. 2. Set by CRA.

Arturo de Filippi in Opera

Arturo de Filippi, tenor, who recently finished his own series over WQXR, will sing in the introduction of the station's "Gateway to Opera", new one-hour series which starts Saturday at 7-8 p.m. De Filippi also is booked for an operatic performance on Oct. 23.

RADIO ARTISTS!

Contacts!

Appointments!

Correspondence!

Telephone Messages!

We handle these details for you. Call Miss Purcell at BRyant 9-2319.

MY PRIVATE SECRETARY

Secretarial Service for Radio Artists

48 West 48th St., N. Y. C. Suite 608



WILLIAM MEREDITH, formerly of WLS continuity dept., has been added to NBC Continuity staff.

Pinoleum is using a new transcription series on WMAQ.

Roger Wilson, in charge of talks for British Broadcasting Corp., here conferring with Judith Waller, NBC educational director, and others on American broadcasting methods.

"Young Hickory," which National Biscuit has been airing over WMAQ (and which has been sustaining on the network), goes off the air Oct. 1.

Lewis Howe Co., makers of Tums, will use transcriptions of Vocal Varieties on WENR Mondays and Fridays starting Sept. 27. Tuesday and Thursday Red net broadcast continues. H. W. Kastor & Sons handles the account.

Bill Thall of WLS-NBC Novelodons is receiving congrats on birth of daughter, Deane Joy, his first.

Pat Kennedy, Irish tenor formerly with Ben Bernie, starting a new commercial over WCFL for Levy-Sang Credit Clothiers.

It's a girl at Sherwood King's home. He's a copywriter at Lord & Thomas agency.

Don Norman is broadcasting a new news program for Axton-Fisher Tobacco over WCFL nightly.

Ken Fry, NBC special events chief, is back from Dayton, O., where he put on the National Amateur Baseball tourney.

BOSTON

John Shepard 3rd, president of the Yankee and Colonial networks, back after a two-week business trip. Part of the time he sat in at the AFM-IRNA meetings in New York.

Johnny Long and his Duke University Rhythm Kings, who are to play the 1937-38 dance season at the Sheraton Room of the Copley Plaza Hotel, will have a WAAB wire. First broadcast will be Sept. 30.

Jack Knell, formerly of WHDH, has joined the announcing staff at WEEL. To fill Knell's vacancy at WHDH auditions were held last Saturday. Out of 15 contestants Jack Harper, was selected.

Milton Berle and the members of his radio hour head the cast of the stage show which opens tomorrow at the RKO Boston Theater.

WCAX, Burlington, Vt., has been added to stations to carry the Yale football broadcasts over Yankee network.

"Wheaties Champions of Harmony"

KAY & BUDDY ARNOLD

Sponsored by General Mills

WMAQ

2:30-5:30 Daily

RADIO PERSONALITIES

COLONEL HARRY C. WILDER

THROUGHOUT the entire broadcasting industry and with his own men, Colonel Harry C. Wilder, president of WSYR, Syracuse, is noted for his modesty and admired for his ability to handle any situation without becoming disturbed or excited.

Colonel Wilder entered radio in January, 1933, after years in the utility field. During the height of the depression, being foresighted enough to see the tremendous possibilities in the broadcasting field, he severed his utility connections and plunged boldly into the chaotic field of radio.

Colonel Wilder, immediately realizing that the program is the life-blood of the industry, constructed complete new modern studios large enough to meet future needs. He also surrounded himself with outstanding program men, with newspaper and radio experience, for he foresaw the need of news and public events broadcasts. Simultaneously, he established one of the largest sustaining budgets on a regional station.

Naturally, Colonel Wilder wanted a network affiliation and signed with NBC Blue. Since that time, WSYR, under his guidance,

has been closely affiliated with Syracuse University. During the last year, WSYR has increased power four times. The WSYR program department is proud of the number of nationwide network programs which are fed by this station.

After smoothing out operation of WSYR, Colonel Wilder acquired two more stations, WJTN in Jamestown, N. Y., and WNBX in Springfield, Vt.

Colonel Wilder was graduated from Amherst with the class of 1913. He served with the A.E.F. in the heavy artillery branch during the World War and was the youngest colonel in his branch of the service.

He has two children, Harry, Junior, who is following his father at Amherst, and Nancy Ann, who enters Rose Mary Hall at Greenwich, Conn., this fall.

Colonel Wilder's hobbies are radio, baseball, the American Legion, of which he was New York State Commander, and more sports and news on WSYR.



"A soft answer turneth away wrath".....

WOV Feeding Over 65 Foreign Shows Weekly

WOV, New York, leading foreign language outlet, is now feeding a minimum of 65 network programs a week to out-of-town stations. The individual hookups range as high as 10 stations. Among the stations associated in this network are WOV, New York, WBIL, New York, WRAX, Philadelphia, WPEN, Philadelphia, WICC, Bridgeport, WEAN, Providence, WAAB, Boston, WSPR, Springfield, WELI, New Haven, WNBC, New Britain, WMBO, Auburn, WIBX, Utica, WABY, Albany, WSAY, Syracuse, and WGR, Buffalo. WOV also acts as a central office for an average of 20 programs a week fed to various out-of-town outlets, although not carried by either WOV or WBIL locally.

Marquette Schedule on WISN

Milwaukee—Entire football schedule of Marquette University will be aired by WISN, with Alan Hale at the mike.

Mrs. Pickens in Hospital

Mrs. P. M. Pickens, mother of Jane Pickens, is at the 42nd Street hospital following a serious illness. Jane Pickens is now appearing at the New York Paramount Theater with Shep Fields and his orchestra.

PHILADELPHIA

Mrs. Lynn Adair is again writing and producing the "Junior Thriller" scripts for Sears, Roebuck over WFIL. Cast includes Buddy Harris, Bobby Finnesey, Dorothy Ann Moylan, Edward Euhler Jr. and Ruth Sheehan. Isadore Isenberg is handling sound effects and production details.

Leslie Joy, station manager of KYW, has been appointed to the radio committee of the Poor Richard Club, Philadelphia's club for advertising men and women. Plans already are afoot for KYW to broadcast the weekly luncheons of the club beginning early in October.

Wayne Cody, WFIL's genial Jolly Man, is a busy man these days. In between two daily broadcasts, the rotund Cody sandwiches long distance personal appearance hops. Last week, it was the Egg Harbor Fair down in south Jersey and this week it's the Allentown Fair upstate. And to top it off, in his leisure moments, Cody is working on a new kind of

NAT BRUSILOFF

MUSICAL DIRECTOR

New York's Own Station

WMCA

"AT THE TOP OF THE DIAL"

1697 BROADWAY

CI 6-2200



THOMAS CONRAD SAWYER, commentator, and Ruth Jordan, style and beauty advisor, have had their Sweetheart soap program renewed by Manhattan Soap Sales Corp. over KNX for another 13 weeks starting Oct. 1. Milton Weinberg Adv'g Co. handles the account.

Universal Microphone Co., Inglewood, is getting out a new edition of "Advanced Disc Recording" on Nov. 1.

Sada Cowan, veteran screen writer, has been signed by the J. Walter Thompson office to prepare scripts for Lux Theater.

Charlie Marshall, appearing exclusively on NBC's "Carefree Carnival," gets a release for a one-time shot at "Show Boat" Thursday.

The Radio Oldtimers' Club already has 65 members, according to Walter Biddick, president pro tem, and is closing the list for charter memberships on Oct. 1.

All Canada Broadcasting System has taken a series of 130 "Count of Monte Cristo" transcriptions for a Montreal station, and 324 episodes of "Chandu" for use in Winnipeg. Both properties are productions of Earnshaw-Young, Inc.

kiddies program which he hopes to introduce on WFIL next month.

Bud Lifter adds his Tuska-roara hill billy band to the WDAS program schedule, marking the first time station carried live mountain music.

When Henry Patrick, local bari-tone, makes his debut on NBC, he will be announced as Pat Henry. His new boss, Vaughn De Leath, is responsible for the change.

Joseph Gross goes into his fifth year at WPEN with talks on timely topics.

Della Bird is the newest addition to WIP's talent staff, spotted Sunday mornings for a piano-song stint.

WDAS is adding several new members to the sales staff, station concentrating on foreign language business.



LIST

\$44.50

AIR VELOCITY MICROPHONES

Latest in scientific development and refinement. Wide range corrugated ribbon and new high flux alnico magnets. Latest type transformer with double coils. All impedances. 1 db. from 30 to 12,000 cycles. Complete with 25 ft. cable and plug.

UNIVERSAL MICROPHONE CO. LTD.

424 Warren Lane Inglewood, Calif.

PROGRAM REVIEWS

"CAMPANA VANITY FAIR"

Campana Corp. (Italian balm)
WJZ—NBC-Blue, Mondays,
8:30-9 p.m.

Aubrey, Moore & Wallace Agency
**SNAPPILY PACED VARIETY SHOW
WITH AMPLE ENTERTAINMENT VALUES.**

Several items stand out in the new Campana program which made its debut Monday night over NBC-Blue. First, there is Cal Tinney, an emcee who gets far enough away from the general run of his ilk to be in a class by himself, though he sometimes sounds like a cross between Will Rogers and Zeke Manners; in other words, he's a southwestern hillbilly with a refreshing brand of humor, not the usual gags and old jokebook items, but genuine character humor that is in keeping with the personality of his role. Tinney should find a warm welcome among dialers.

Eileen Barton, the bright and talented youngster who, as Jolly Gillette, used to aggravate Milton Berle, is now heckling Tinney and doing some vocalizing on this program, making a good job in both respects.

Sheilah Graham, London actress-author-columnist, assigned as Hollywood gossip on the program, was picked up for two brief shots by switching to the coast. She reeled off the usual movie items, but didn't sound exactly the type for this sort of thing. Larry Duncar, impersonator, gave a rather weak imitation of Eddie Cantor. Douglas Wilson, tenor, displayed excellence in voice and diction with a rendition of "The First Time I Saw You." Bob Trendler's orchestra supplied unusually snappy musical background, setting a nice pace for the activities as a whole. Two vocal numbers, "Smarty" and "Yankee Doodle Band," were nicely sold by Miss Barton.

The commercials were not overdone.

"New York on Parade"

Consolidated Edison Co. returned to the air for the fall and winter season over WJZ at 7:30-8 p.m. Monday with an all-new show that is a radical departure from its format of the past few years. Featured by the music of Mark Warnow and his orchestra, the first program, although rough in spots, moved along swiftly with the help of John B. Kennedy and Dr. Orestes H. Caldwell. Program does an excellent job of depicting the New York situation of today and tomorrow. Caldwell, a scientific authority, presented a somewhat fantastic but powerful description of the city as it will be in years to come. Program is good entertainment all-around, and should pull more listeners than sponsor's previous radio offerings.

"Continental Revue"

Olga Baclanova, recent addition to Mutual's talent ranks, is the star of this new series. Initial program was the usual interpretation of what comprises a continental revue—a few

STATIONS OF AMERICA

Highlights in the Development of Outstanding U. S. Radio Stations

WOV—New York

1.130 KC—1,000 Watts

JOHN IRACI, General Manager

ESTABLISHED in 1926, WOV under the guiding leadership of John Iraci has risen steadily to a position of dominance where it exercises now a definite influence on the daily lives and buying habits of the largest Italian-speaking population in the world. Owned and operated by the International Broadcasting Corp., WOV has concentrated on serving the almost 2,000,000 Italian-speaking people residing in a 50-mile radius of Times Square. This represents almost forty per cent of the total Italian-speaking population in the U. S.

An indication of the ever-spreading character of foreign language broadcasting is revealed in the fact that WOV now feeds an average of 23 network programs a week, the hookups including as many as 10 stations. WOV's studios have been described as resembling "a miniature radio city." Modern in every respect, the air-conditioned studios and executive offices are located on the sixth and seventh floors of the WOV Building, 132 West 43rd Street, in the heart of Times Square. These facilities also serve station WBIL, sister organization of WOV.

Radio listeners, whether Italian-speaking or not, are always sure of hearing an excellent musical program over WOV. The schedule is replete with sinfoniettas, variety musicales, neopolitan serenades, popular dance revues, concert programs and other entertaining musical features. A 10-piece house orchestra as well as a house string quartet are maintained. Educational presentations are also in prominence including forums, news commentaries, welfare advice, travelogs, lessons in English and other interesting public service features.

Because of the fact that it concentrates on the production of Italian programs, WOV is actually a magnet for all the leading Italian artists in the country. The prospective sponsor is in the position of being able to choose from the cream of the profession and is assured that his program will maintain high production standards. Commercials are announced in both Italian and English and a competent staff of announcers is maintained in both languages.

songs in French plus a few popular American tunes.

Common fault that usually crops up in this type of show is that the star has a heavy accent which makes the American tunes sound poor. Star is at her best only when singing in a foreign tongue which naturally is very dull to the average American listener. The same can be said of this MBS program.

But even with the obvious weak points, show must have proved interesting to a large audience who like to listen to such airings just for a change of style and pace from the regular broadcasting fare. Bob Stanley directed the orchestra. Program is heard Mondays, 8:30-9 p.m., originating at WOR.

"You Don't Say"

Following in the footsteps of the Professor Quiz and the spelling bee cycle, a new series of word-spelling-and-defining programs which features audience participation started Monday night over WMCA. Contestants are asked to spell words and give their definitions. Prizes are awarded to winners in a series of elimination contests. Program also features contestants from different boroughs on each show. Although the idea is there, program just lacks the showmanship and sparkle that listeners receive from the network broadcasts. However, program should garner a large listening audience as it becomes known. Show will be heard Monday through Friday at 9-9:30 p.m. and Saturdays at 9:30-10 p.m. Barney's will sponsor it.

"The Feast of Ortolans"

First original radio play written by Maxwell Anderson at the request of NBC had its premiere Monday night and turned in an excellent performance. Play revolves around the year 1789 on the eve of the French Revolution. Twenty characters weave in and out of the script but the listener did not find it necessary to identify each character as he spoke. Play centered around the entire group with no hero or heroine in the plot.

La Harpe (Carl Benton Reid) who had the most lines to read in the play, did an excellent job. Lafayette (Edward Trevor) had plenty of conviction in his voice as he aired his lines. Pomignan, the host, to whom the lines often reverted, carried out his part well.

Program was aired at 9:30-10 p.m. opposite the CBS Lux Radio Theater which had Fredric March and Florence Eldridge in "The Outsider."

Briefly

Burns and Allen had so many laughs last Monday night over NBC-Red that it might be called one of their funniest shows in a long time—except for the fact that the Burns and Allen programs always are so amusing that it's hard to pick the best one. Ray Noble, the ork leader, has developed into a most effective comedy foil.

"Advice to Mothers", presented by Aunt Mary Tuesdays and Thursdays at 9:30 a.m. over the WLW Line from Cincinnati, clearing in New York

NEW BUSINESS

Signed by Stations

KANS, Wichita

Dr. W. B. Caldwell Co., through Cramer-Krasselt Co.; White King Soap Co., through Barnes-Chase Co.; Philco; SSS Co., through Transamerican; Watch Tower, through Acorn agency; Stag Beer, through J. Walter Thompson; Carter Pills, through Spot Broadcasting; Vick Chemical, through Morse International; Seneca Coal Co., through Barron's Agency; Longines - Wittnauer Co., through Furgason & Aston; Stevens Hotel, through Maxon Inc.; Braniff Airways; Publishers' Service, through Albert Kircher; W. R. Sweeney.

WOR, New York

Pacquin Inc. (cosmetics), through William Esty & Co.; Delta Cosmetics, "Look for the Woman," through Arthur Rosenberg Co.; Restland Sales & Management Inc., "Garden of Memories."

Chicago

WJJD: Willard Tablet Co., hillbilly disks, through First United Broadcasters; Hamlin's Wizard Oil, through Vanderbie & Rubens.

WIND: Chicago Engineering Works, spots, through James R. Lunke & Associates.

WBT, Charlotte

Strietmann Biscuit Co., Lee Kirby's "Radio Question Box" (formerly used by Gulf Spray), for 26 weeks starting Oct. 4, through Harry M. Miller Co., Cincinnati.

WMCA, New York

Herbert's Blue White Diamonds, variety show with 13-piece orchestra, Sundays at 12:30 p.m. starting Oct. 17.

through WHN contains much good counsel on meeting the problems of children, including boys who have trouble with their school work and girls who want to leave home.

"Have You Heard?" caught on WJZ-NBC-Blue at 3:45-4 p.m. yesterday told some interesting things about elephants and their ways. Bits of dramatizations helped the narrator to tell his story to an inquisitive auditor. It's another of the many programs that teach while they entertain.

1	9	3	7
SUN	MON	TUE	WED
4	5	6	7
10	11	12	13
14	15	16	17
18	19	20	21
22	23	24	25
26	27	28	29
30			

BIRTHDAYS

Greetings from Radio Daily
Sept. 22

Poley McClintock
Dorothea Lawrence

Betty Wragge
Joe Parsons
Lou La Haye

Hanley Stafford
Valerie Lomas
Bill Elliot

ORCHESTRAS MUSIC

ROGER PRYOR's ork is set for a run at Gibson Hotel, Cincinnati, after he leaves Edgewater Beach Hotel, Chicago, in October. Then he goes to the Baker Hotel, Dallas, for the winter.

Herbie Holmes and his orchestra are now heard over WHN via the WLW Line from Cincinnati, on Wednesday, Thursday, Friday, Saturday and Sunday evenings.

Paul Tremaine's band also is back on WHN at 11 p.m. Sundays from Cincinnati.

The Log Cabin, popular dining and dancing rendezvous at Armonk, N. Y., has signed with WFAS, White Plains for a series of broadcasts, by remote wire, featuring Ray Schafer and his orchestra, directed by Carl Layton, from midnight to twelve-thirty. Programs started last Saturday.

Ted Weems and his orchestra, featuring deep-voiced Perry Como and whistling Elmo Tanner, resume their Sunday programs over Mutual network on Sunday at 1:30-2 p.m. Weems and his music are now at Chicago's Trianon and are heard sustaining from this dance rendezvous several times weekly exclusively over Mutual.

Mal Hallet and his ork will play at the opening dances at Virginia Military Institute on Oct. 8-9.

Carl "Deacon" Moore and his orchestra go into the New Penn Club, Pittsburgh, on Oct. 8. Will be heard over KDKA and the NBC network. Set by CRA.

Marek Weber, European orchestra leader, will make his American radio debut as a conductor over NBC-Blue on Sept. 28. Set by CRA.

Don Bestor plays at the Normandie in Boston on Oct. 22.

Harold Nagel's contract has been renewed at the Hotel Pierre, New York.

Rudolf Friml Jr. and his orchestra have been booked by CRA to open Oct. 25 at the Ritz-Carlton Hotel, N. Y. for indefinite period.

Eli Dantzic and his augmented orchestra will open at the Hotel St. George on Sept. 29 with an NBC wire.

CLYDE BARRIE CBS

Thursday

6:15 P. M.

SAN FRANCISCO

KGGC is airing all football games from Roberts field Friday night at 7:30 with Harry Leroy describing the state college gridfests.

Associated Oil Co. will sponsor a "Football Rally" tonight, over the 8-station Pacific Coast network. Object will be to introduce to the fans, the coaches of eight Pacific Coast conference teams and the sportscasters who'll air the season's grid shows. Sam Hayes will emcee and Sterling Young, Palace Hotel maestro, furnish the music. Tom Hanlon, KNX night supervisor, in town to produce the show.

KYA Briefs: Frances Pyke, has joined the program department, replacing Josephine Avis, promoted to assistant traffic manager.

"Good Morning Tonite," NBC variety show, celebrates its first year anniversary Sept. 28 with a party.

Ted Maxwell Hollywooded over the weekend.

"Carefree Carnival," NBC variety show, shifts from a Friday spot to a 7:30 bracket on Sunday night. "Sperry Monday Night Special" shifts to a 4:30 p.m. Sunday spot.

Charley Marshall gueststars on "Show Boat" Thursday.

Armand Girard, NBC baritone, recently made six personal appearances in one day. Three were radio shows.

Dan Weldon, KYA sales staff, vacationing.

Manager Bob Roberts announced the resignation of Roland Wendt, Hearst Radio Inc. sales representative but didn't name the successor.

Reiland Quinn, KYA producer, has made arrangements with Art Linkletter, radio director of the 1939 Golden Gate International Exposition, for a series of weekly vox pop broadcasts from the exposition model in Union Square.

Vacationing this week and next are Robert Stevens, NBC tenor, and Rosie of "Rosie and Her Guitar" fame. Clarence Hayes pinch-hitting for Rosie; Roland Drayer singing in Bob's place.

Romance of Merchandise

"Big Store News," a new commercial over WBNS, Columbus, sponsored by F. R. Lazarus Co., presents stories on "romance of merchandise" through dialogue and interviews. Various questions which are asked by customers throughout the store during the course of a day are answered on the air. Elizabeth Hunter is handling the six times a week show, with organ interludes.

"QUOTES"

BENNY FIELDS: "In the continuous clamor for new program ideas, very few suggestions, I believe, have come direct from the public. Why doesn't some enterprising station, sponsor or agency institute some sort of nationwide contest for a new idea? There must be thousands of good suggestions that haven't even been considered yet. 20,000,000 heads are better than 20. Let the customers have their say."

... Radio's own daily newspaper modestly presents a series of 200 unsolicited testimonials as to what Radioland thinks of RADIO DAILY.

WMPS

Memphis, Tennessee

"I am particularly anxious that our subscriptions do not run out and rather than lose a single issue, I wish you would accept this as an order to continue us for another year."

George H. Engelter

RAY HEATHERTON

New York City

"Dividing my time between the networks and personal appearances in 'Babes in Arms,' as I do, I find that RADIO DAILY is read as widely in one field as in the other. With stage personalities appearing on air programs regularly, your paper is proving indispensable to them.

"If you were looking for a motto, I might suggest, 'Informative is the word for RADIO DAILY.'"

Ray Heatherton

KVOO

Tulsa, Oklahoma

Please be assured that I admire RADIO DAILY a great deal. I believe that RADIO DAILY is today one of the finest, most outstanding examples of progressiveness there is in the radio industry. You are today carrying more news, more information and more educational materials in every issue of RADIO DAILY than I have been able to find in any other trade industry paper. Please accept our hearty congratulations upon the rapid growth of RADIO DAILY and best wishes for even a greater success in the future ..."

Ken Miller

... RADIO DAILY is seven months old. It is growing fast. It already has the confidence of a great progressive industry. Watch RADIO DAILY.

PROMOTION

Keeping Touch with Public

CKY, Winnipeg, and its associated station, CKY, Brandon, keep in touch with their listeners through the medium of an interesting monthly bulletin, "Manitoba Calling", distributed through telephone offices, on the counters of radio and music stores and by mailing with quarterly telephone accounts. Some 30,000 are distributed in this manner.

Promotion work by the public relations department also includes delivery of illustrated talks to church and service club groups. A neon-lighted billboard on one of the main streets carries notices of new programs. The department also has issued a report on "Getting to Know the Listener", including information on preferences as determined by surveys, concert parties, personal contact tours, etc.

NBC Recording

Another novel step in promotion was taken by NBC in distributing to advertising and business executives a recorded dramatization of "Listen," the "magazine within a magazine" advertisement of RCA-NBC in the Sept. 20 issue of Life magazine.

The record is one of a series being distributed by NBC. One side contains a Victor Red Seal recording conducted by Toscanini, and the other the NBC program. Only the first and fourth records have carried sales messages, however. The second was a description of the Hindenburg disaster, made by an NBC announcer on the scene, and the third a dramatization of highlights in the life of Marconi.

The current record is a back-stage glimpse at radio—rehearsal, sound effects, a description of the master control room, short-wave pick-ups from Europe, and regular broadcasts.

Yale Games on WFAS

WFAS, White Plains, has been selected by J. Stirling Gatchell Inc. to carry the schedule of Yale games from New Haven for Socony Vacuum. The first game will be broadcast on Oct. 2. Bill Slater is to furnish the play-by-play description. The White Plains station is being tied into the Yankee network for these programs.

ONE MINUTE INTERVIEW

RAY BLOCK

"Radio is sounding the doom of regional dialects. The country is going through a standardizing process today—the standardizing of accent, idiom and inflection. This process starts in the radio studios, for the most part, where trained voices send out their messages of speech propriety. Unconsciously or otherwise, the influence on listeners is tremendous."



Coast-to-Coast



LEITH STEVENS and his arranger, Paul Sterritt, have written some original music for use with "Alice in Wonderland," which William Robson will direct for the Columbia Workshop in a two-part presentation, Sept. 26 and Oct. 3, over CBS at 8-8:30 p.m. Robson is in charge of the Workshop while Irving Reis is abroad.

Deon Craddock will be heard over WHN starting today at 4:45-5 p.m. in a series of blues vocals, originating at WLW, Cincinnati.

World Peaceways' broadcast of "Careless Diplomacy and Futile Crusades" over WNEW last Sunday has brought a deluge of requests for copies of the talk, the peace unit reports.

Noel Coward's "Private Lives," the last in a series of dramatic half-hours by the Radio Playhouse, will be aired over WNYC on Friday at 8-8:30 p.m. World Peaceways will present "Miracle at Verdun" on Sunday at 12-1 noon, and Lulu Vollmer's "Sun Up," postponed from last week, will be aired Saturday at 8 p.m.

Mary Ann Ruby and John Kelly, both of the special features department at WBAL, Baltimore, were married a few days ago. Garry Morfit was best man, with Dorothy Kirby as matron of honor. The honeymooners left for New York.

Don Riley, WBAL sports announcer, starts his Atlantic Refining football schedule tomorrow. He also will be busy with baseball for Gunther Brewing Co. until Oct. 17.

Jerry Bozeman, sports announcer for WSFA, Montgomery, Ala., has returned to the studio after a vacation on the Gulf Coast.

The ninth annual series of broadcasts by the New England commissioners of agriculture from the Eastern States Exposition at Springfield, Mass., opened Sept. 20 over WBZ and WBZA, Boston and Springfield. An unusual feature of this year's series was the time of the program, 6:30 a.m. announced by John E. Meyers, acting-director, New England Radio News Service.

Martin Gabel, veteran actor of the "True Story Court of Human Relations," will have one of the leading roles in the modern dress version of Shakespeare's "Julius Caesar," which opens on Broadway late in October. Gabel is recognized as one of radio's best actors and has long been associated with "True Story."

Allen Prescott's character, the "Wifesaver," heard via NBC, will be written into the scenario of the musical film being produced in the East by William Roland.

Richard Brooks, WNEW commentator, will be heard in his "Little Things in Life" at 7:45 p.m., Monday through Saturday, instead of at 8:45.

Burt Raeburn, pianist and songster on WMCA, will make personal appearances in the Whaler Bar at the Midston House in New York. Scheduled for an indefinite run, he will be heard in a program of songs at the piano.

Grimm's famous fairy tale, "Jorinde and Joringel," has been adapted in radio form by Nila Mack, CBS producer, and will be dramatized by a cast of 10 children on the "Let's Pretend" program over CBS on Saturday at 10:30-11 a.m.

"Money Talks," disk dramas produced by Morner Productions Inc. and being sponsored by People's National Bank & Trust Co. of White Plains over WFAS, are being given a personalized touch by the interpolation of a few words each week by one of the bank's officials. Nathan Croll's orchestra also is featured in the transcriptions.

WICC, Bridgeport: Herbert Anderson's "Chapel Echoes," with Gertrude Hanson as organist, returns Oct. 3 . . . Alice Lounsbury in "Sweet and Low" ballads is a newly inaugurated program . . . Mary Dolores Hanford on vacation.

Willard J. Purcell, chief engineer of WGY, Schenectady, won the championship at the Western Mass. small bore rifle tournament in Pittsfield, scoring 397 out of a possible 400.

Kolin Hager, manager of WGY, Schenectady, recently was host to a group of radio advertisers, agency men, announcers and station staff members.

George Geiger, announcer-organist of WOKO, Albany, heard on the all-night program, also is an ardent fisherman. So is his mother. Recently they went fishing and Mrs. Geiger fell out of the boat. George rescued her.

Jim Beloungy, chief engineer for WBT, Charlotte, is spending a week in Birmingham for CBS, directing the renovation of studios and offices for WAPI, "The Voice of Alabama," and supervising the installation of new equipment. He is also adjusting the transmitter while there.

Wilbur Edwards, recent graduate of Davidson College, where he was president of the student body, has been added to the sales force at WBT.

GUEST-ING

HELEN MORGAN, on Charlotte Buchwald's "Playgoer" program, Sept. 24 (WMCA, 2:20 p.m.)

TOM POWERS, in "The Wild Duck", last presentation of the WPA Federal Theater radio division's Ibsen series, Sept. 28 (WQXR, 9 p.m.)

DORIS KERR and RUSSELL DORR, on "Song Time," Sept. 30 (CBS, 7:15 p.m.)

INDIANAPOLIS

Ben E. Wilbur, formerly of WHKC, Columbus, joins announcing staff of WFBM. Vacancy was created by departure of chief announcer John Holtman for NBC, Chicago.

Jack Stilwell, former WIRE announcer, has joined WLS, Chicago. As part of his duties, he announces the Barn Dance program.

COLUMBUS

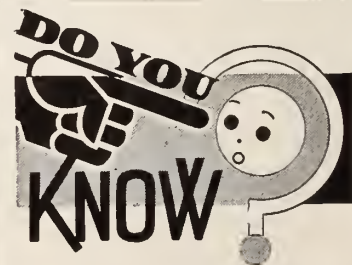
Walter Knick and his 11-piece band have been added to the staff of WBNS, with a 7:45 spot every morning on the "Start The Day Right" program. Ed McCullough is vocalist.

Abram Ruvinsky, musical director for WHKC, has left for New York on vacation.

Jim McMath, former Cincinnati half-back and coach at Otterbein, has a six-day 15-minute spot over WBNS.

Edwards was taken on during the summer as a substitute announcer. He was then shifted to the business staff, where he is clicking.

Dr. Frederick B. Robinson, President of the City College of New York, will be the first speaker on the new "Public Service Forum", to be heard over New York's newest 5,000 watt, WBIL, every Sunday at 4-4:30 p.m., starting Sept. 26. Dr. Robinson will be introduced by the permanent chairman of the Forum, Charles Henry Ingersoll the man who made "the watch that made the dollar famous".



Irving Reis, Columbia Workshop director, got his first taste of "experimental dramatic broadcasts" while monitoring Georgia Backus' Experimental Theater Broadcasts for CBS some five years ago. His first play—"Split Seconds," was accepted and presented by Miss Backus.



RADIO DAILY

Serving the Better Interests of Commercial Radio and Television



VOL. 2, NO. 59

NEW YORK, N. Y., THURSDAY, SEPTEMBER 23, 1937

FIVE CENTS

Sponsors Lay Off Series

ASCAP GROSS REVENUE HIGHER THAN IN 1936

Despite the fact that Ascapi is now prevented by law from doing business in five states, gross revenue for the year so far has shown an increase over the same period a year ago. It is estimated that the five states in question paid Ascapi an average of more than \$20,000 each per month and that the total revenue for license fees lost through legislation will approximate a possible \$300,000 or more on a yearly basis.

States which now prohibit Ascapi doing business therein under anti-

(Continued on Page 3)

Ronnie Ames to Head Para. Radio Activities

Chicago—Ronnie Ames, Fred Waring's publicist for many years, leaves him at end of the month to head new radio activities at the Paramount studios in Hollywood. He will go to New York for several weeks before heading west. Miss Mel Merkley, with Waring several months, may replace him.

Kroger Uses Guest Stars In Disked Script Series

Chicago—Kroger Co. is making a move which, if copied, may change the complexion of daytime radio considerably. Concern is spotting

(Continued on Page 3)

KDB Adds 2 to Staff

Santa Barbara, Cal.—Don Hastings, manager of KDB, Don Lee System station, has appointed two commercial account executives: Bill Skaggs, formerly of KLO, Ogden, and Earl Pollock, previously with Scripps-Howard newspaper chain.

Sets Selling Faster

Camden, N. J.—RCA-Victor has been obliged to step up production schedules again on its 1938 line of radio receiving sets. Indications are that the earlier predictions of a 25 per cent increase this season will be exceeded by a good margin. The new models have met with a good reception.

30,000 Words a Week

Chicago—Irna Phillips, author of "Guiding Light", "Today's Children" and "Road of Life", is grinding out 30,000 words a week—almost a novel every seven days. The shows require a total of 15 episodes weekly. She dictates nearly all of it to several secretaries.

HARRY ANDERSON QUILTS NBC COAST SALES POST

Harry F. Anderson, NBC western division sales manager, has resigned, and Sidney Dixon has been promoted to succeed him. Shifts take place Oct. 1. Anderson has been with NBC for eight years. Dixon has been with NBC in Hollywood.

In line with the recently inaugurated plan to set up a separate opera-

(Continued on Page 2)

5-Day Week in Effect For NBC Chi Mikemen

Chicago—All NBC announcers and production men here have been put on a 40-hour five-day week, with two days off in a row, according to Everett Mitchell, chief announcer. No affiliation with any union contemplated. All except newest addi-

(Continued on Page 2)

Tax Receipts Increase

Washington Bureau, RADIO DAILY
Washington—Tax receipts on sale of radios and phonograph records for August were \$761,882.87, an increase of \$266,089.91 over the same month last year, the treasury department reports.

Failure Meets All Attempted Deals for Commercial Airing of Baseball Classic—Landis Boomerang

RCA-VICTOR TO SPONSOR TONIGHT'S BOUTS ON NBC

RCA-Victor, radio manufacturing unit of RCA, will sponsor tonight's "Carnival of Champions" boxing bouts over the nationwide NBC-Blue network. Blow-by-blow description of the four 15-round fights will begin at 8 p.m. Fights are being staged at the Polo Grounds. RCA is the parent company for both NBC and RCA-Victor. Sponsorship was announced late last night.

CIO Calls Conference On Radio Unionization

John L. Lewis, head of the CIO, has called a general meeting of all department heads of the organization for October. Meeting, which will take place in Atlantic City, will devote time to the present situation in the radio field, with Lewis attempting to eliminate foreign unionization in the broadcasting field. Also due for discussion will be plans for a complete organization of the radio

(Continued on Page 2)

WGAR-CBS Salute

WGAR, Cleveland, newest CBS affiliate, will offer the web a salute when it joins the network Sept. 26. Program, to be aired from 6-6:30 p.m., will be divided into three parts.

(Continued on Page 2)

With the World Series less than two weeks off, all major networks agree that the chances of selling the baseball games to an advertiser are virtually nil. All deals to date have fallen flat for one reason or another, with nothing pending now of any importance. Although the baseball "czar", Judge Kenesaw M. Landis, is anxious to sell the series and fatten the commission's coffers by \$100,000, failure to close a deal between Mutual Broadcasting System and Standard Oil Co. associated groups is actually a far-fetched boomerang to Judge Landis. If he hadn't broken up the Standard Oil trusts some decades

(Continued on Page 3)

NETWORKS AND AFM WILL MEET TOMORROW

Satisfied that the language of the standard provisions of the contracts to be negotiated between the AFM and the IRNA membership is definitely set, the executive committee of the AFM adjourned yesterday until Oct. 15. Special committee of three were chosen to represent the

(Continued on Page 6)

Iodent Toothpaste Takes "Don Winslow" for Test

Chicago—Iodent Toothpaste Co., through Vanderbie & Rubens agency, is starting a 13-week test Monday at 5 p.m. over WMAQ with "Don Winslow of the Navy." NBC will con-

(Continued on Page 3)

Thompson Agency Producing 50 Weekly Programs Abroad

8 Colleges Already Set In Pontiac Itinerary

Pontiac "Varsity Show", which resumes Oct. 1 at 8-8:30 p.m. over 82 NBC-Blue stations, has set the first eight of the colleges that will figure in the series. After Alabama will

(Continued on Page 2)

West Coast Bureau, RADIO DAILY
Los Angeles—J. Walter Thompson Co. produces 38 per cent of the European commercial broadcasts in English, putting on some 50 programs a week including several in French, according to Guy Bolam, head of J. Walter Thompson's London radio

(Continued on Page 2)

7 Organists at WHAT

Philadelphia—Milton Laughlin, WHAT program director, promised to give Philadelphia not only a good but also a diversified schedule of organ music, and as a result there are no less than seven organists now broadcasting every known type of organ music over the station, which is a big little 100-watter.



Vol. 2, No. 59 Thurs., Sept. 23, 1937 Price 5 Cts.

JOHN W. ALICOATE : : : Publisher

DON CARLE GILLETTE : : : Editor

MARVIN KIRSCH : : : Business Manager

Published daily except Saturdays, Sundays and Holidays at 1501 Broadway, New York, N. Y., by Radio Daily Corp. J. W. Alicoate, President and Publisher; Donald M. Messer-eau, Treasurer and General Manager; Chester B. Bahn, Vice-President; Charles A. Alicoate, Secretary; M. H. Shapiro, Associate Editor. Terms (Post free) United States outside of Greater New York, one year, \$5; foreign, year, \$10. Subscriber should remit with order. Address all communications to RADIO DAILY, 1501 Broadway, New York, N. Y. Phone WIsconsin 7-6336, 7-6337, 7-6338. Cable address: Filmday, New York. Hollywood, Calif.—Ralph Wilk, 6425 Hollywood Blvd. Phone Granite 6607.

Entered as second class matter April 5, 1937, at the postoffice at New York, N. Y., under the act of March 3, 1879.

FINANCIAL

(Wednesday, Sept. 22)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Am. Tel. & Tel.	161 3/4	160 3/4	161	+ 2
Crosley Radio	14 5/8	14 5/8	14 5/8	+ 3/8
Gen. Electric	45 3/4	45	45	+ 1/4
North American	23	22 3/8	22 3/8	+ 1/8
RCA Common	10	9 3/8	9 5/8	...
RCA First Pfd	68 1/2	67 1/2	68 1/2	+ 5/8
Stewart Warner	143 1/4	141 1/2	141 1/2	- 1/4
Zenith Radio	35	34 1/2	34 1/2	...

NEW YORK CURB EXCHANGE

Hazeltine Corp.	14	14	14	- 1/8
Nat. Union Radio	1 1/2	1 3/8	1 1/2	+ 1/8

OVER THE COUNTER

	Bid	Asked
Stromberg Carlson	10	11 1/2

5-Day Week in Effect For NBC Chi Mikemen

(Continued from Page 1)

tions are handling at least one commercial—with several of three or four—so that salary is well in excess of demands sought for various unionized groups. Average salary is said to be around \$150 a week with several doing around \$500.

WROK Adds to Sales Staff

Rockford, Ill.—Sales staff of WROK has two members, E. A. Thomas and Harold Gregorson. Thomas joins the staff after some months in the commercial departments of KFJB at Marshalltown and KSO-KRNT, Des Moines. Previous to that time he conducted programs regularly from WOI, Ames, Ia. He is a brother of Lloyd C. Thomas, general manager of WROK.

Gregorson enters the radio field from the banking business.

WAIM Hangs Out S.R.O. Sign

Anderson, S. C.—WAIM, South Carolina's only Columbia network station, hung out the S.R.O. sign last Saturday for the first time in 1937. Every second of available time for Saturday, Sept. 18, and Sunday, Sept. 19, was sold and several commercials were refused because of lack of time. WAIM also has six new national accounts going on the air this week, and has contracts covering every home game of Clemson College's football season, and several games for Erskine College. The addition of a new audio amplifier recently has doubled the range and intensity of the WAIM signal.

Thompson Is Producing 50 Weekly Shows Abroad

(Continued from Page 1)

department, who is here conferring with Danny Danker, local vice-president.

Due to restrictions surrounding radio in Europe, the stations airing these programs are located in Luxembourg, Normandy, Lyon and Paris, says Bolam, who is here to study the radio entertainment business from the standpoint of type of productions and patterns now in vogue, as well as technical aspects.

"The Thompson idea in the matter of building radio programs to fit the taste and psychology of the listening audiences is carried through in Europe just as it is in Australia and other countries in which J. Walter Thompson advertising interests include radio," he states. "It is probably for this reason that the J. Walter Thompson Co. foreign office radio operations successes have paralleled those of the American organization."

CIO Calls Conference On Radio Unionization

(Continued from Page 1)

industry immediately, with the ACA leading the way. The recent NLRB decision in favor of the CIO, gives added impetus to the new drive.

KDYL Artists' Bureau

Salt Lake City—In line with a vast increase in locally-produced shows looming for fall, KDYL has inaugurated its own artists' bureau, consisting of a clearing house for all local talent, dramatic, instrumental, vocal, writing and orchestral.

First and wholesale placements made this week for cast of new kid's show, "S. S. Santa", when over 50 children were auditioned and made ready for series.

Test Pocket Transmitter

Salt Lake City—A new ultra-short-wave transmitter, designed for announcers' coat pockets, is being given a final test by John M. Baldwin, KDYL chief engineer. New transmitter weighs less than four pounds and has proven satisfactory for signals at distances of over half a mile, using no antenna.

Legit. Show Uses WOR Spots

Select Theaters Corp., operators of the musical show, "The Show Is On", yesterday started 50-word announcements on WOR to plug the revival. Schedule will run through next Tuesday. Blaine-Thompson placed the account.

8 Colleges Already Set In Pontiac Itinerary

(Continued from Page 1)

come Purdue on Oct. 8, followed by Southern Methodist, Virginia, Fordham, Indiana, Brigham Young and Smith. Paul Dumont is emcee for the series, produced by the Henry Souvaine office. MacManus, John & Adams Inc. is the agency.

Adding 13 Stations On Jell-O Program

General Foods on Oct. 3 will add 13 stations to its Jell-O program on the NBC-Red network, Sundays, 7-7:30 p.m., with repeat at 11:30 p.m. CFCF, WDEL, KELO, WFEA, WSAN, WORK, WCOL, WGL, WBOW, WFAA and WOOD, (when available) will take the early show. KOB and KIDO when available will take the repeat. Young & Rubicam is the agency.

WGAR-CBS Salute

(Continued from Page 1)

Walberg Brown, musical director of WGAR, will conduct a 30-piece orchestra, baseball stars of the Cleveland Indians will be interviewed, and John F. Patt, general manager of the station, will deliver the address. Program will be fed to the entire web.

Mystery Wave Wrecks Television Broadcast

London—Television's first big breakdown, though a temporary one, occurred a few days ago when a mystery wave wrecked efforts to broadcast preliminaries of the King's Cup Air Race. Interference was something completely outside the experience of experts. The picture was not just blurred or intermittent, but was completely blotted out. One theory was that some amateur on an ultra short-wave caused the trouble.

Boys' Choir on WHN

A boys' choir of 100 voices from St. Vincent de Paul School, Brooklyn, will start a WHN series at 5:30-6 p.m. Sunday.

JOHN B. HATCH ASSOCIATES

An agency serving a N. E. clientele. Specializing in radio broadcast advertising.

(Send for booklet)

581 Boylston Street, Boston, Mass. Commonwealth 0466

COMING and GOING

BEV. DEAN, publicity director of WHK-WCLE, Cleveland, is in town.

J. EDWARD REYNOLDS, commercial manager of WRDW, Augusta, Ga., is in New York conferring with T. F. Allen of J. J. Devine & Associates, station reps, on national spot biz.

MRS. FRED WARING and her two children arrived in Chicago early this week from the Coast to visit the maestro, who is playing at Drake Hotel, and then continued on to New York.

BYRUM SAAM, grid announcer for N. W. Ayer & Son on WCAU, Philadelphia, is visiting his parents in Fort Worth.

CAPT. WILLIAM J. SPARKS, president of the Sparton Radio Corp., sails for Europe tomorrow on board the Washington.

BUDDY CLARK arrived in New York by plane from the Coast yesterday on some important deal.

EILEEN BARTON, who was the Jolly Gillette of the Gillette Razor program on CBS, but is now with Campana's "Vanity Fair" out of Chicago, goes to Boston next week for a theater engagement with Milton Berle's unit.

HENRY DUPRE, New Orleans special events man, concludes his sidewalk broadcasts tomorrow noon and leaves immediately for Mexico City on vacation.

DAN SEYMOUR flies to Cleveland on Tuesday for the Camel broadcast which features Benny Goodman, who will be appearing with band in that city.

Harry Anderson Quits NBC Coast Sales Post

(Continued from Page 1)

tions staff at KPO-KGO, San Francisco, William B. Ryan on Oct. 1 becomes sales manager of the station.

Gala Kate Smith Premiere

A gala "first night" audience has been invited by sponsors to attend the premiere broadcast of the new Kate Smith program Sept. 30. Show, which will come from a CBS playhouse in New York, will have as guests on the first program Tallulah Bankhead, Henry Fonda, Joe Louis, Joe DiMaggio, Pete Bostwick, Erna Kompa and Francis Lowe. Series is sponsored by General Foods and will be aired from 8-9 p.m.

Supervises Presidential P. A.

Jack R. Poppele, WOR chief engineer, supervised the installation of the public address system which is a part of the Presidential train. Microphone will pick up the President's words as he speaks at train stops across the country and relay speech to press men in the press car attached to the train.

LEE GRANT AND HIS ORCHESTRA

"Lee Grant turns in a true surprise, band doing a tip-top variety job."

BILLBOARD



3 HOURS DAILY

2:30-5:30 P.M.

We guarantee

Coverage

Of Metropolitan Boston

Phone, write or wire

Weed & Co.—Nat. Rep.

SPONSORS LAYING OFF WORLD SERIES GAMES

(Continued from Page 1)

ago and made it unlawful for any one person or company to make a deal binding upon all the Standard Oil associates, Esso, et al, would have signed through McCann-Erickson Inc. Refusal of the S. O. of Indiana and Kentucky associated companies to come into the deal killed the proposition for the other oil companies and Mutual.

At least two cigaret companies were interested for a while, Old Gold through Lennen & Mitchell agency, and later Camels, handled by Wm. Esty company, with the turndown coming direct from Winston-Salem, N. C.

While NBC and CBS recently voiced the opinion that a sponsor for the World Series was not so very desirable because of the numerous commercials displaced, the webs are making arrangements to air the series as sustainings. Ford Motors carried the banner for the past three years.

Ascap Gross Revenue Higher Than in 1936

(Continued from Page 1)

trust legislation, are Florida, Nebraska, Washington, Tennessee and Montana. Suits testing the constitutionality of the laws are pending in three of the states, Montana, Washington and Nebraska.

In each of these states, numerous licensees continue to send in checks to Ascap which are promptly returned in order to comply with the law. It is not known whether these checks arrive because the licensee does not know of the so-called anti-Ascap law or because they do not wish to deviate from the method to which they have been accustomed. Improved broadcasting business during the summer months was one of the factors in maintaining the Ascap gross as compared to last summer.

WROK Expands Newscasts

Rockford, Ill. — With 18-hour United Press radio news service in its studios, WROK is on the air each day with ten newscasts, with eight on Sunday. The schedule includes bulletins during a musical clock program, five five-minute periods, and three of 15 minutes. Markets are on the air three times daily and there is a sports broadcast in the early evening. Allen O. Brophy, formerly connected with Rockford newspapers, is news editor.

MRS. MARTIN JOHNSON

EXCLUSIVE MANAGEMENT
CLARK H. GETTS, INC.
WALDORF-ASTORIA

NEW PROGRAMS—IDEAS

"The Modern Home Forum"

"The Modern Home Forum" is proving to be one of the most popular of day-time program originations at WOWO, Fort Wayne.

Consisting of practical home economics, music by a vocal trio and two pianos, the "Forum" is conducted daily at 9:45 a.m. by Jane Weston, the station's home economics expert.

An unusual tie-up with the radio feature is a daily routine of demonstrated lectures to various Fort Wayne women's clubs. These groups are invited to attend the program, and are seated in the beautiful main studio. During the course of "Modern Home Forum" Miss Weston makes it a point to justify the name by interviewing several guests with a mobile microphone on various home subjects.

The program concluded, the guests are shown to the "Model Kitchen," where the demonstration lecture takes place.

"Wizard Pianist"

A new and novel program will be inaugurated over WIP next week

when the "Wizard Pianist" (Bobby Lyons) steps up to the keyboard. The idea of the program is for listeners to telephone to the station while the "Wizard Pianist" is on the air and request him to play any song, old or new. If the "Wizard Pianist" is unable to play the tune from memory, the caller receives a pound box of Plymouth Toffee free. Program will be sponsored by British American Toffee Co.

Child Heroes

True stories of heroism performed by children of Philadelphia and surrounding communities will be dramatized three times weekly over WFIL, starting next week when the Sears, Roebuck & Co. "Junior Thrillers" inaugurates its new series. All the stories in the series are based on actual happenings, culled from newspaper and police files, and whenever possible, the child whose deed prompted the story is brought into the studios for a microphone appearance on the program.

Kroger Uses Guest Stars In Disked Script Series

(Continued from Page 1)

guest stars on its transcribed five-a-week script show, "Linda's First Love", aired locally through WBBM. Irene Beasley, night club and radio songstress, will be the first one, spotted through week of Oct. 4.

"Cavalcade" Voted by Auxiliary

National Radio Committee of the American Legion Auxiliary yesterday announced that the "Cavalcade of America" program had been voted the most popular feature on the air by its respective members. Balloting was handled by the Women's National Radio Committee, and award is the second in the past 17 years to be presented to a radio feature.

Program, sponsored by DuPont Co., is heard Wednesdays, 8-8:30 p.m. over CBS.

KDYL Theater Show Tie-Up

For half an hour each Thursday night, 9:30-10, KDYL's Victory Theater show, pulls biggest audiences theater men of that section have seen in a long time. Show combines several successful radio stage acts, including amateur actors, gag act and community sing. Each show presents a different "idea"—Hillbilly Night, School Days, Gay Nineties, etc.

Show is emceed by Myron Fox, sponsor is Hudson Bay Fur Co.

"Look for Woman" on WOR

"Look for the Woman", sponsored by Deltah Cosmetic Co., starts Sunday at 11:15-11:30 a.m. over WOR. Peggy Grady will be at the mike, giving news and stories of interest to women.

Iodent Toothpaste Takes "Don Winslow" for Test

(Continued from Page 1)

tinue to carry the serial sustaining. Though aimed at kids, serial is said to have 40 per cent adult listeners. Based on Commander Frank Martinek's cartoon strip, radio script is by Al Barker, with Gene Eubanks handling production.

"We, the People" Committee

The "We, the People" series, which begins broadcasting under the sponsorship of General Foods (Sanka coffee) on Oct. 7, yesterday announced a new Radio Listeners' Committee for the series. Duty of committee is to pick people from letters submitted for appearances on the show. Committee is headed by Gabriel Heatter and includes Nancy Bigelow, Wallace Seymour, Amato Violette and Mrs. Lena Murphy. Program will be heard over the CBS network from 7-7:30 p.m. Young & Rubicam is the agency.

Larrie Peterson Joins Elman

Laurette (Larrie) Peterson has resigned from the WOR press department to join Dave Elman and the "Hobby Lobby" staff. Peterson takes over her new post on Monday. Rosaline Schutta succeeds to the WOR position.

DON KERR

Master of Ceremonies
WMCA
Fox-Fabian Amateur Hour
General Mills Sports Parade
Fox-Fabian Professional Parade

" still more
sponsors demanding
script shows—"

Radio Daily—7 9 37.

these past 3 months have proven an INCREASING DEMAND for radio drama and comedy-drama.

* **B.A.P. Inc.** has developed a script series embodying

A NEW IDEA

that will appeal to
99 out of 100 listeners.

A form of entertainment which will **SUSTAIN INTEREST** over a long period of time, and affords a "natural" tie-in with product or service of **MASS APPEAL**.

For either 15 or 30 minute show.

This series with complete broadcast - merchandising plan which backs the product through to "Point of Sale" is ready for immediate delivery to Agency or Advertiser.

Distinguished cast—Superb production.

Full disclosure and all details to bona-fide enquiries, upon application to:

***BRITISH AMERICAN PRODUCTIONS, INC.**

Radio Advertising Specialists

509 Madison Avenue, New York

B. CHARLES-DEAN, President. EL. 5-0381

Just To Speak Of Stations Alone, The Following Are

SUBSCRIBERS*

To The Fastest Growing Publication In Radio—



STATION CALL LETTERS	CITY
WTMV.....	East St. Louis, Ill.
WROK.....	Rockford, Ill.
WHBF.....	Rock Island, Ill.
WTAX.....	Springfield, Ill.
WDZ.....	Tuscola, Ill.
WEOA.....	Evansville, Ind.
WFBM.....	Indianapolis, Ind.
WMT.....	Cedar Rapids, Ia.
WHO.....	Des Moines, Ia.
WKBB.....	Dubuque, Ia.
KSCJ.....	Sioux City, Iowa
KCKN.....	Kansas City, Kans.
KANS.....	Wichita, Kans.
KFH.....	Wichita, Kans.
WCMI.....	Ashland, Ky.
WCKY.....	Cincinnati, Ohio
KMLB.....	Monroe, La.
WJBW.....	New Orleans, La.
WWL.....	New Orleans, La.
WLBZ.....	Bangor, Me.
WCAO.....	Baltimore, Md.
WCBM.....	Baltimore, Md.
WFBM.....	Baltimore, Md.
WBAL.....	Baltimore, Md.
WFMD.....	Frederick, Md.
WLLH.....	Lowell, Mass.
WNBH.....	New Bedford, Mass.
WSPR.....	Springfield, Mass.
WXYZ.....	Detroit, Mich.
WWJ.....	Detroit, Mich.
WJMS.....	Ironwood, Mich.
WEXL.....	Royal Oak, Mich.
KGDE.....	Fergus Falls, Minn.
WCCO.....	Minneapolis, Minn.
KSTP.....	Minneapolis, Minn.
WTCN.....	Minneapolis, Minn.
WDGY.....	Minneapolis, Minn.
KROC.....	Rochester, Minn.
WFOR.....	Hattiesburg, Miss.
WMBH.....	Joplin, Mo.
WHB.....	Kansas City, Mo.
KCMO.....	Kansas City, Mo.
KXBY.....	Kansas City, Mo.
KWK.....	St. Louis, Mo.
WEW.....	St. Louis, Mo.
WIL.....	St. Louis, Mo.
KWTO.....	Springfield, Mo.
KGBX.....	Springfield, Mo.
KFAB.....	Lincoln, Nebr.
KFOR.....	Lincoln, Nebr.
KOIL.....	Omaha, Nebr.
WAAW.....	Omaha, Nebr.



STATION CALL LETTERS	CITY
WHBI.....	Newark, N. J.
WTNJ.....	Trenton, N. J.
KGGM.....	Albuquerque, N. Mex.
WBNY.....	Buffalo, N. Y.
WEBR.....	Buffalo, N. Y.
WGNV.....	Newburgh, N. Y.
WMFF.....	Plattsburgh, N. Y.
WNBZ.....	Saranac Lake, N. Y.
WGY.....	Schenectady, N. Y.
WFBM.....	Syracuse, N. Y.
WSYR.....	Syracuse, N. Y.
WSYU.....	Syracuse, N. Y.
WFAS.....	White Plains, N. Y.
WWNC.....	Asheville, N. C.
WBT.....	Charlotte, N. C.
WDNC.....	Durham, N. C.
WBG.....	Greensboro, N. C.
WPTF.....	Raleigh, N. C.
WEED.....	Rocky Mount, N. C.
WMFD.....	Wilmington, N. C.
WSJS.....	Winston-Salem, N. C.
KFYR.....	Bismarck, N. D.
KGCU.....	Mandan, N. D.
KLPM.....	Minot, N. D.
WHBC.....	Canton, Ohio
WLW.....	Cincinnati, Ohio
WSAI.....	Cincinnati, Ohio
WGAR.....	Cleveland, Ohio
WBNS.....	Columbus, Ohio
WCOL.....	Columbus, Ohio
WSMK.....	Dayton, Ohio
WHIO.....	Dayton, Ohio
WSPD.....	Toledo, Ohio
KADA.....	Ada, Okla.
KVSO.....	Ardmore, Okla.
WKY.....	Oklahoma City, Okla.
KGFF.....	Shawnee, Okla.
KTUL.....	Tulsa, Okla.
KVOO.....	Tulsa, Okla.
KOOS.....	Marshfield, Ore.
KOIN.....	Portland, Ore.
KSLM.....	Salem, Ore.
WHP.....	Harrisburg, Pa.
WJAC.....	Johnstown, Pa.
WGAL.....	Lancaster, Pa.
KYW.....	Phila., Pa.
WFIL.....	Phila., Pa.
WRAW.....	Reading, Pa.
WBRE.....	Wilkes Barre, Pa.
WBAX.....	Wilkes Barre, Pa.
WEAN.....	Providence, R. I.
WAIM.....	Anderson, S. C.



STATION CALL LETTERS	CITY
WFBC.....	Greenville, S. C.
WDOD.....	Chattanooga, Tenn.
WNOX.....	Knoxville, Tenn.
WNBR.....	Memphis, Tenn.
WREC.....	Memphis, Tenn.
WMC.....	Memphis, Tenn.
WSIX.....	Nashville, Tenn.
KGNC.....	Amarillo, Tex.
KNEL.....	Brady, Tex.
WRR.....	Dallas, Tex.
KTSM.....	El Paso, Tex.
WDAH.....	El Paso, Tex.
KFJZ.....	Fort Worth, Tex.
WBAP.....	Fort Worth, Tex.
KFRO.....	Longview, Tex.
KMAC.....	San Antonio, Tex.
KONO.....	San Antonio, Tex.
KABC.....	San Antonio, Tex.
KRGV.....	Weslaco, Tex.
KGKO.....	Wichita Falls, Tex.
KLO.....	Ogden, Utah
KSL.....	Salt Lake City, Utah
KDYL.....	Salt Lake City, Utah
WBTM.....	Danville, Va.
WGH.....	Newport News, Va.
WTAR.....	Norfolk, Va.
WPHR.....	Petersburg, Va.
WBRC.....	Birmingham, Ala.
WALA.....	Mobile, Ala.
WSFA.....	Montgomery, Ala.
KUMA.....	Yuma, Ariz.
KARK.....	Little Rock, Ark.
KOTN.....	Pine Bluff, Ark.
KUOA.....	Siloam Springs, Ark.
KMPC.....	Beverly Hills, Calif.
KFWB.....	Hollywood, Calif.
KECA.....	Hollywood, Calif.
KNX.....	Hollywood, Calif.
KFOX.....	Long Beach, Calif.
KFI.....	Los Angeles, Calif.
KFVD.....	Los Angeles, Calif.
KRKD.....	Los Angeles, Calif.
KHJ.....	Los Angeles, Calif.
KFAC.....	Los Angeles, Calif.
KGFJ.....	Los Angeles, Calif.
KMTR.....	Hollywood, Calif.
KGO.....	San Francisco, Calif.
KPO.....	San Francisco, Calif.
KVOR.....	Colorado Springs, Colo.
KLZ.....	Denver, Colo.
KFEL.....	Denver, Colo.
KOA.....	Denver, Colo.



STATION CALL LETTERS	CITY
KVOD.....	Denver, Colo.
WTHT.....	Hartford, Conn.
WELI.....	New Haven, Conn.
WBRY.....	Waterbury, Conn.
WOL.....	Washington, D. C.
WFLA.....	Clearwater, Fla.
WRUF.....	Gainesville, Fla.
WJAX.....	Jacksonville, Fla.
WMBR.....	Jacksonville, Fla.
WIOD.....	Miami, Fla.
WDBO.....	Orlando, Fla.
WDAE.....	Tampa, Fla.
WJNO.....	West Palm Beach, Fla.
WRDW.....	Augusta, Ga.
WMAZ.....	Macon, Ga.
WRGA.....	Rome, Ga.
KFXD.....	Nampa, Idaho
WJJD.....	Chicago, Ill.
WIND.....	Gary, Ind.
WGN.....	Chicago, Ill.
WLS.....	Chicago, Ill.
WCFL.....	Chicago, Ill.
WSGN.....	Birmingham, Ala.
WTIC.....	Hartford, Conn.
WCOA.....	Pensacola, Fla.
KRNT.....	Des Moines, Iowa
KSO.....	Des Moines, Iowa
WSUI.....	Iowa City, Iowa
WAGM.....	Presque Isle, Me.
WNAC.....	Boston, Mass.
WTAG.....	Worcester, Mass.
WJBK.....	Detroit, Mich.
WMPC.....	Lapeer, Mich.
KMBC.....	Kansas City, Mo.
KMMJ.....	Clay Center, Neb.
WMBO.....	Auburn, N. Y.
WSOC.....	Charlotte, N. Car.
WDAS.....	Philadelphia, Pa.
WIP.....	Philadelphia, Pa.
WJAS.....	Pittsburgh, Pa.
WIS.....	Columbia, S. Car.
WSPA.....	Spartanburg, S. Car.
WDEV.....	Waterbury, Vt.
WMBG.....	Richmond, Va.
WDBJ.....	Roanoke, Va.
KGy.....	Olympia, Wash.
KUJ.....	Walla Walla, Wash.
WCHS.....	Charleston, W. Va.

*Meaning one or MORE copies. Some have as many as five.

STATION CALL LETTERS	CITY
WHBY.....	Green Bay, Wisc.
WCLO.....	Janesville, Wisc.
WKBH.....	La Crosse, Wisc.
WOMT.....	Manitowoc, Wisc.
WTMJ.....	Milwaukee, Wisc.
WISN.....	Milwaukee, Wisc.
WRJN.....	Racine, Wisc.
WHBL.....	Sheboygan, Wisc.
WADC.....	Akron, Ohio
KMA.....	Shenandoah, Iowa
KWKH.....	Shreveport, La.
KTBS.....	Shreveport, La.
WDAF.....	Kansas City, Mo.
WHK.....	Cleveland, Ohio
WJAR.....	Providence, R. I.
WHBQ.....	Memphis, Tenn.
WTOC.....	Savannah, Ga.
WBBM.....	Chicago, Ill.
KWBG.....	Hutchinson, Kan.
WOKO.....	Albany, N. Y.
WHDL.....	Olean, N. Y.
KDLR.....	Devils Lake, N. D.
WKRC.....	Cincinnati, Ohio
KFVS.....	Cape Girardeau, Mo.
WOW.....	Omaha, Neb.
KDKA.....	Pittsburgh, Pa.
WCAE.....	Pittsburgh, Pa.
WRAK.....	Williamsport, Pa.
WIBU.....	Poynette, Wisc.
KPMC.....	Bakersfield, Calif.
KGER.....	Long Beach, Calif.
MISC.....	Salem, Ohio
WRAX.....	Philadelphia, Pa.
KOL.....	Seattle, Wash.
KIRO.....	Seattle, Wash.
WLBC.....	Muncie, Indiana
WTAM.....	Cleveland, Ohio
WJW.....	Akron, Ohio
WALR.....	Zanesville, Ohio
WVFW.....	Brooklyn, N. Y.
KABR.....	Aberdeen, S. D.
WSAZ.....	Huntington, W. Va.
WQBC.....	Vicksburg, Miss.
WOAI.....	San Antonio, Tex.
KSFO.....	San Francisco, Calif.
KQV.....	Pittsburgh, Pa.



STATION CALL LETTERS	CITY
KVI.....	Tacoma, Wash.
WJTN.....	Jamestown, N. Y.
WQAM.....	Miami, Fla.
WAAT.....	Jersey City, N. J.
WLBL.....	Stevens Point, Wisc.
WEEI.....	Boston, Mass.
WBZ.....	Boston, Mass.
WMEX.....	Boston, Mass.
WCOP.....	Boston, Mass.
CJCA.....	Edmonton, Alberta, Can.
WDAY.....	Fargo, N. D.
WKEU.....	Griffin, Ga.
WNBF.....	Binghamton, N. Y.
WWRL.....	Woodside, L. I.
WOOD.....	Grand Rapids, Mich.
WWSW.....	Pittsburgh, Pa.
WCNW.....	Brooklyn, N. Y.
WRNL.....	Richmond, Va.
WBOW.....	Terre Haute, Ind.
WOPI.....	Bristol, Tenn.
KTAR.....	Phoenix, Ariz.
KRLH.....	Midland, Tex.
WASH.....	Grand Rapids, Mich.
WBZA.....	Boston, Mass.
WATR.....	Waterbury, Conn.
WGBF.....	Evansville, Ind.
WJAY.....	Cleveland, Ohio
WLTH.....	Brooklyn, N. Y.
WDEL.....	Wilmington, Dela.
WILM.....	Wilmington, Dela.
KOMA.....	Oklahoma City, Okla.
KIDO.....	Boise, Ida.
WCBS.....	Springfield, Ill.
KFYO.....	Lubbock, Tex.
CHSJ.....	St. John, N. B., Canada
WTAQ.....	Green Bay, Wisc.
KALE.....	Portland, Ore.
WPEN.....	Philadelphia, Pa.
KIEM.....	Eureka, Calif.
WSAN.....	Allentown, Pa.
WRTD.....	Richmond, Va.
KGGC.....	San Francisco, Calif.
KSAL.....	Salina, Kans.
KGMB.....	Honolulu, T. H.
KHBC.....	Hilo, T. H.



STATION CALL LETTERS	CITY
WICA.....	Astubula, Ohio
KGHL.....	Billings, Mont.
WHAS.....	Louisville, Ky.
WESG.....	Elmira, N. Y.
WHKC.....	Columbus, Ohio
WIBW.....	Topeka, Kans.
WFAM.....	South Bend, Ind.
WSBT.....	South Bend, Ind.
KOBH.....	Rapid City, S. D.
WMAQ.....	Chicago, Ill.
WENR.....	Chicago, Ill.
WATL.....	Atlanta, Ga.
WCAU.....	Philadelphia, Pa.
WNAX.....	Yankton, S. D.
WGES.....	Chicago, Ill.
WCBD.....	Chicago, Ill.
WSBC.....	Chicago, Ill.
KMOX.....	St. Louis, Mo.
KBTM.....	Jonesboro, Ark.
WGTM.....	Wilson, N. C.
WHOM.....	Jersey City, N. J.
WPG.....	Atlantic City, N. J.
KTOK.....	Oklahoma City, Okla.
KGVO.....	Missoula, Mont.
WKOK.....	Sunbury, Pa.
WTAL.....	Tallahassee, Fla.
WMAL.....	Washington, D. C.
WRC.....	Washington, D. C.
WRBL.....	Columbus, Ga.
WMAS.....	Springfield, Mass.
WAVE.....	Louisville, Ky.
WCSC.....	Charleston, S. C.
KFBB.....	Great Falls, Mont.
WROL.....	Knoxville, Tenn.
KPDN.....	Pampa, Texas
WHEF.....	Kosciusko, Miss.
WLAK.....	Lakeland, Fla.
KELD.....	El Dorado, Ark.
WICC.....	Bridgeport, Conn.
WOC.....	Davenport, Ia.
WNBC.....	New Britain, Conn.
WBBC.....	Brooklyn, N. Y.
KFBK.....	Sacramento, Calif.
KGDM.....	Stockton, Calif.
KOY.....	Phoenix, Ariz.
WMBS.....	Uniontown, Pa.



AND IN NEW YORK 100% COVERAGE EVERY MORNING

STATION CALL LETTERS	NUMBER OF SUBSCRIBERS
WBNX	1
WABC	32
WEAF (with WJZ)	32
WFAB	1
WHN	6
WINS	2
WJZ (with WEAF)	32
WLWL	1
WMCA	10
WNEW	9
WOV	2
WQXR	1
WWRL	1
WOR	12
WEVD	1



NETWORK	SUBSCRIBERS
National Broadcasting Co.....	32
Columbia Broadcasting System.....	32
Inter-City (WMCA)	10
WLW Line (WHN)	6
Mutual Broadcasting System...	12
Hearst Radio	4



And As A Matter Of Record Many Subscriptions

ARE ROUTED

Through Offices Meaning 2to8 Readers To Every Copy

GUEST-ING

CONRAD NAGEL, added to Rudy Vallee lineup, tonight (NBC-Red, 8 p.m.).

EDNA FERBER, in intermission talk, on Lux Theater presentation of "Cimarron", Sept. 27 (CBS, 9 p.m.).

GENE and GLENN, CLEVELAND ORPHEUS CHOIR, WYNN MURRAY, QUEENA MARIO and PEDRO LAURENZ ORCHESTRA, on "Magic Key of RCA", Sept. 26 (NBC-Blue, 2 p.m.).

JOHN D. M. HAMILTON, Republican national committee chairman, on National Radio Forum, Sept. 27 (NBC-Blue, 10:30 p.m.).

EVELYN LAYE, on "Hit Parade", Oct. 2 (CBS, 10 p.m.).

LARRY CLINTON, on "Swing Club", Sept. 25 (CBS, 7:30 p.m.).

HOMER MORTON, football coach of Texas A. & M., interviewed by Eddie Dooley, Oct. 2 (CBS, 6:30 p.m.).

NEW BUSINESS

Philadelphia

WFIL: Sears-Roebuck, children's show, through Lavenson Bureau.

WHAT: Pennsylvania State Publicity Commission, "The Scenic Show."

WBAL, Baltimore

American Oil Co., announcements; Procter & Gamble, announcements.

KSL, Salt Lake City

Oldsmobile, 15-min. transcriptions.

Sablon Gets Extension

Jean Sablon, NBC's French troubadour, has just signed another 13-week contract with NBC and will remain in the United States. Sablon's present engagement with the RCA "Magic Key" program expires Sunday. However, his present engagement with the NBC Artists Service calls for a continuation of his regular sustaining series of broadcasts heard every Wednesday at 7:45 p.m. over NBC-Red network.

Orson Welles as "Shadow"

Orson Welles, who starred in the recent Mutual "Les Miserables" series, will play "The Shadow" in the forthcoming "Shadow" programs which start on Mutual next Sunday, 5:30-6 p.m. Blue Coal is the sponsor.



• • • Benny Davis and his "Star Dust Revue" will be off MBS this Sunday only—because of Mutual's salute to new stations....Jose Manzaneros, who conducted the "South American orchestra" on the Ford hour, will be emcee for a Broadway nitery, Havana Madrid, opening Oct. 1, featuring a rumba band by Nilo Menendez, with a CBS and MBS wire.... Richard Himber was supposed to sign contracts late yesterday to open at a downtown hotel with two CBS wires....Betty Allen of the Broadway musical stage, is making her debut as a band vocalist with Hudson-DeLange crew at the Paramount....Leon Navara returns to the Hollywood on Oct. 2—with plenty of wires....Tommy Lyman, the torch singer, is doing air auditions now....Danny Engel, right-bower for Chappel in the Mid-west, was engaged to Rae Kruke of Cincy over the week-end.... Truman Bradley, CBS announcer in Chi, promised "all" to Evelyn Jane Essenther of that city last week....Mark Warnow should be glad there's only seven days to the week. He has an important commercial every 24 hours....

• • • When Danny Watkins, WDAS (Philadelphia) man of all work, appeared at the studios last week with a large blister on the sole of his foot, he explained that the hot water bottle had sprung a leak....An unnamed KFI, Los Angeles, technician had to decide a fine technical point the other day for a telephone caller who insisted on a phone audition of his brand-new upper and lower STORE TEETH....Chap is radio-ambitious and wanted expert advice as to whether or not the dentures interfered with his diction to a degree which might minimize his chances....Expert opined there might be about "3db" of porcelain overtone filed off advantageously....Ernie Smith swears it was not a gag....James E. Sauter, director of publicity for the American Legion Convention, who has been in charge of airing arrangements, said that the work done by NBC, CBS, MBS and indie stations was the best ever done. It is estimated that 80,000,000 listeners from coast-to-coast, besides foreign countries, heard what was going on here.

• • • Edward G. Robinson and Glenda Farrell start a show from the coast via CBS in Oct....Joe Williams, the sports columnist, replaces Jim Crowley on the first Kate Smith show and will present "Parade of Summer Champions"....Patsy Kelly has been signed by Phil Baker to act as stooge on the latter's Gulf show....Morton Bowe is off the Kool show permanently because he refused exclusiveness....Herbie Kay, Dorothy Lamour's husband, opens at the International Cafe on the coast the 27th with three CBS wires....Tommy Mack may be the leading man in Harry Conns' air show which will be musically conducted by Freddie Rich....Florence Brower, actress, has been added to the Edgar A. Guest show....Jack Harris, London ork leader, has bought out his partner, Bert Ambrose (also a leader) of Ciro's, a swanky nitery there.

• • • Jack Mitchell, former movie reviewer, and at present emcee-ing the "Let's Talk About Stars" show via WAAT, N. Y., has written a movie script, "A Dummy on Her Knee"....Gil Gibbons, WHK-WCLE (Cleveland) sportscaster, had a novel experience the other day. He was invited to go for a ride in the police dept. vice squad car....They were returning from a shooting at an outlying tavern, and stopped on the way to halt a street brawl between two colored men....When the cops got out of the car to settle the combat, one of them came at the officer with a knife....Gil, who had left the car first to watch, grabbed the stiletto from the mug's hand. The combatants were taken into custody and Gil was awarded the knife for his meritorious act.

★ F. C. C. ★ ACTIVITIES

APPLICATIONS RECEIVED

Jonas Weiland, Kinston, N. C. CP for new relay station. 1,622, 2,058, 2,150, 2,790 kc., 35 watts.

Indianapolis Broadcasting, Inc., Indianapolis. CP for new relay station. 38,900, 39,100, 39,300, 39,500 kc., 2 watts.

Evening News Press, Inc., Port Angeles, Wash. CP for new station. 1,500 kc., 100 watts, 250 watts LS., unlimited.

Kenneth H. Thompson, Whittier, Cal. CP for new station. 1,170 kc., 100 watts, limited.

SET FOR HEARING

Church of Jesus Christ of Latter Day Saints, Salt Lake City. CP for new international station. 6,020, 9,510, 11,710 kc.

ACTION ON EXAMINER'S REPORTS

WRAX, Philadelphia. Granted auth. to transfer control of corp. from Clarence H. Taubel to John Iraci. Also granted mod. of license to increase power to 1 KW.

Governor on WMBD Programs

Peoria—Governor Henry Horner of Illinois made two appearances on the programs of WMBD in connection with the station's celebration of its increase to 5,000 watts a few days ago. The governor was present in the afternoon at the transmitter dedication and then returned as honored guest at the night-time "Power Party" in which more than 10,000 persons jammed the state armory, largest auditorium in the city.

The "Power Party" presented every artist on WMBD's staff and featured Homer Rodeheaver, CBS community sing leader, and the Maple City Four, WLS quartet. Edgar L. Bill, formerly manager of WLS, Chicago, is president of Peoria Broadcasting Co. and manager of WMBD.

Networks and AFM Will Meet Tomorrow

(Continued from Page 1)

executive committee in the meantime, with full power to transact whatever business develops in the interim.

This sub-committee, composed of Jos. N. Weber, AFM president; Jimmy Petrillo of Chicago and Fred Birnbach of Newark, will meet with the networks tomorrow morning, in effort to close a deal for the key stations as well as other owned, managed and operated outlets.

Decca Disk Deal Off

Deal for Decca Record Corp., to purchase an interest in American Record Co., also Brunswick and Columbia, is believed to be off due to option running out. Possibility of the option having been renewed, however. Jack Kapp, head of Decca is now on the Coast.

1	9	3	7
SUN	MON	TUE	WED
4	5	6	7
10	11	12	13
17	18	19	20
24	25	26	27
31	28	29	30

BIRTHDAYS

Greetings from Radio Daily
Sept. 23

Don Bestor Leo B. Tyson
Helen Marshall Elliot Shapiro

Is your life insurance free from
creditors?

Jules Hansberg

— INSURANCE —

John 4-2800 Beckman 3-0375
80 JOHN ST., NEW YORK



FRANK HEALEY, former NBC publicist in New York who recently established a radio department in the Helen Ferguson publicity office, has severed that connection to inaugurate a similar department at RKO studios, with jurisdiction covering everything pertaining to radio.

Earle Ferris, Radio Features Service, is coming here to check up the active local office which has been functioning two years or more.

KRKD now subscribes to United Press radio press service and has added "news flashes" throughout the day.

New "Log Cabin" show, starting Oct. 8, splits NBC Red and Blue on the coast. Ted Fio Rito's orchestra, Virginia Verrill and Warren Hull will be with Jack Haley on the program.

Bill Morrow and Ed Beloin, script writers for Jack Benny, have been signed by the comedian to do similar dialogue writing for all his pictures at Paramount, as well as those in which Mary Livingstone appears.

William Fuller added to the KFAC announcing staff, coming from KJBS, San Francisco.

Olsen and Johnson will do their San Francisco broadcast on Sept. 29 from the Civic Opera House in the Bay City.

Buddy Rogers planed out for Kansas City over the weekend. Appears with his band at the K.C. "Jubilesta."

Lee Bennett and Judy Randall (Mrs. Bennett), well known Chicago radio artists, joined the westward trek and have arrived here to remain permanently. Both are singers, and Bennett also directs an orchestra.

Rafael McClure Elizalde has been made a vice-president of Pan-American Radio Productions. Elizalde is a son of Rafael H. Elizalde, formerly Ambassador from Ecuador at Washington for eight years, and in addition to doing research work at U.S.C. serves as Consul for Chile at San Pedro.

ORCHESTRAS - MUSIC

ROBERT EMMET DOLAN starts rehearsals Monday for the Ed Wynn musical, "Hurray for What," which will probably have its Broadway opening in October. Kay Thompson is another radio star to be featured in this show.

Mark Warnow now has 14 men on his arrangers' staff, the largest group of its kind maintained by any musical director in radio.

Bernie Cummins has promoted Jerry Lang and Connie Barleau of his Sophisticates to soloists and they are heard with the band over the Mutual network three times weekly.

Charles Biondo's Red Revelers conclude their summer season over WICC, Bridgeport (commuting from Mamaroneck) on Sunday at 1:45 p.m.

Rudolf Friml Jr., who opens next month at the Ritz-Carlton Hotel, is being handled by Rockwell-O'Keefe. Friml's opening date is Oct. 27.

Ernie Holst's featured vocalist, when his orchestra reopens at El Morocco next Wednesday, will be Vince Calendo, who is currently heard six times weekly on a WINS commercial series.

Each of the members of Lyn Murray's new "whispering chorus" heard on the Monday night WJZ Barry McKinley "Time to Shine" series is also a member of Lyn's "New Yorkers," who are heard on the WEAF "Sunday Night Party."

Johnny Hamp and his Rainbow Grill orchestra will play the Castle Farms, Cincinnati, Oct. 1-3.

PHILADELPHIA

Sary Jane and Sunbonnet Sue are on their way up from West Virginia to join the daily aircast at WCAU by the Happy Valley Boys and Girls, sponsored by Drug Trade Products.

Horace Feyhl, production chief of WCAU, will undergo an operation and is expected to be away from his duties for two months. Robert Gill will take over Feyhl's duties, with another announcer coming in to replace Gill.

Morton Lawrence, announcer at WCAU, weds Rosalie Shaffer on Oct. 10.

Excerpts from the Gilbert and Sullivan operettas will be presented by the Cosmopolitan Light Opera Company and Symphony over WIP on Sundays, under the personal direction of Theodore Feinmann.

"The Billings Family," serial script by Miriam Y. Birrell, gets under way at WIP next week under the direction of production chief Ed Wallace.

June Collins of the WIP program staff is doubling at the Evergreen Casino, local night club.

Babies were born to two members of the WIP staff last week. It's a boy for Sam Freeman of Clarence Fuhrman's studio orchestra, and a girl for Joe Kelly, page boy.

Personnel replacements on local stations brings Harry Marble, formerly with WORL, Boston, to the WCAU announcing staff; Frank Martin, formerly of the engineering staff of WEEU, Reading, Pa., joins the WCAU staff as production engineer; Gene Morgan, WFIL news announcer, moves to WMCA, New York; announcer Jay Faraghan moves cross-town to WFIL from WTEL; Roy LaPlante, who started his radio career in Hollywood with KMTR and later was with WHAT, Philadelphia, comes to WFIL as production man and relief announcer; and Margaret Hanley, veteran "front office" expert who had been with WIP for many years, takes over the secretarial duties for business manager Roger W. Clipp at WFIL.

Sonya Rose, dramatic soprano, formerly with the Philadelphia Grand

SALT LAKE CITY

New Trans-Radio pressman and remote operator added to KDYL's staff is N. T. Bass, formerly with Department of Commerce Airways.

Frank Austin, KDYL sports commentator, upset all dope by predicting that Al Zimmerman, golf wizard of Portland, Ore., would win Utah Open Golf Tourney....when Zimmerman did.

Al Priddy announcing new Rainbow Randevu remote three nights per week.

Elwyn Quinn, back from tour of coast radio stations, reports fall business booming. Quinn now in charge of KDYL's display department which includes placing of accounts' merchandise, in KDYL's illuminated lobby displays.

Roy Drushal is handling a newly added early morning news period at KSL. Recent personnel changes in the press bureau made Tommy Axelsen and Barton Howells editors, with the former as chief.

Mrs. Josephine Goff and Clarissa Chapman are touring southern California, getting material for the KSL food series.

BOSTON

Edward Ganage, lyric tenor recently acquired by NBC from the D'Oyle Carte Light Opera Company of London, will be heard regularly over WBZ each Monday, Wednesday and Friday at 10:45 a.m.

Starting tomorrow at 6:30 p.m. over WNAC, Babe Rubenstein, track expert, will do a series of Race Highlights from the Rockingham track.

merly with the Philadelphia Grand Opera Company and the Royal Russian Orchestra under the direction of Lt. J. Frankel, broadcast the first in a series of programs over WHAT yesterday at 9:45 p.m. Deborah Ledger Segal was her accompanist.

Glen Dell's Orchestra, a popular dance band on WHAT, changes its spot from 9 o'clock Tuesday evenings to 9:30 p.m.



HARRY ZIMMERMAN, WIND organist, has a new program for Automatic Air Conditioning Corp. on a three a week basis.

John Pearson, national accounts manager of KWTO and KGBX, Springfield Mo., and Howard H. Wilson, head of rep firm by that name, visited WLS "Barn Dance" together last Saturday.

Irene Dahm, head of WGN accounting department, is vacationing in England.

John Gillin of WOW, Omaha, visiting friends at WLS.

Katherine Roche's "June Baker" program is off WGN temporarily while she is on vacation trip to Bermuda.

John Weigel, formerly with WBBM, is now announcer on WGN.

Rex Schepp of WBBM sales force back from week's vacation.

Pat Flanagan, WBBM baseball announcer, has been laid up by the flu. Val Sherman has been pinch-reporting.

FORT WORTH

Godfrey Kuler, who has been with the radio dept. at Pan-American Expo, Dallas, is back at his KFJZ announcing job.

"Pop" Boone, Fort Worth Press sports writer, is giving football dope over KFJZ.

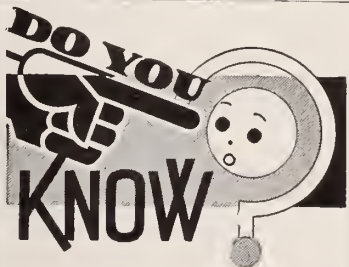
Kara-Lynn of Chicago is conducting a new early morning program, "Musical Queries", over KFJZ. Awards are made to listeners naming songs played.

Cy Leland, WBAP sports announcer, is handling a football program for Cosden Petroleum Co. over this station.

You don't HAVE to

Do you never want to come out of the woods and shake the leaves off you? Do you just want to sit by while the nation's big and little advertisers are running around the floors of this great metropolitan station scooping jack into bags and making people like them? Of course, we *can't* make you stop sitting still and molting. But we *can* show you how to make sales. And if you'll come around and sit on the stoop of our house at 1440 Broadway, in New York, we'll eventually get you inside.

WOR



Nadine Conner would never have become a singer if it hadn't been for her exceptionally weak stomach? Doctors insisted she study singing to strengthen her stomach muscles, and a star was born!

☆ Coast-to-Coast ☆

SECOND anniversary is being celebrated by Radio Writers Laboratory, Lancaster, Pa. The firm is now providing service for 120 stations. A script bulletin also has been inaugurated.

Lawrence Garrahtey, leading man of the new "Club Radio" program over WBAL, Baltimore, is a benedict.

WSGN, Birmingham, has signed Frank Thomas, coach of the University of Alabama and member of the all-America football board, to deliver a Wednesday night talk throughout the football season. Local Chrysler dealers are sponsoring him.

WELI, New Haven: Joe Geremiah, accordionist, and Michael Del Guidice, guitarist, are a new combination . . . Very Cruse, crooner, Frank Konitz, at the organ, and Jimmy Milne, singing station manager, are in a new commercial sponsored by Kresel & Wolf, furriers.

Millicent Tralle has been appointed director of women's programs at WFAS, White Plains.

WMAS, Springfield, Mass.: Al Marlin, station manager, is the proud papa of twin boys . . . Bob Feldman, salesman and sports broadcaster, is back at his job and almost over a severe cold that laid him up.

WLBC, Muncie, Ind: Robert (Bob) Ebert has resigned his announcing post to return to Marietta College . . . Kenneth Williams of Cincinnati has been added to the announcing staff . . . Henry "Harpo" Marks is now devoting his entire time to announcing duties after being associated with the sales staff during the summer months . . . Don Russell, salesman, will handle two special programs on Wednesday nights which have a new wrinkle and twist to them . . . Bill Craig, commercial manager, and Ed Pierre deMiller, news editor, busily

engaged in Muncie Lions Club activities . . . Ottis Roush, chief announcer, will handle the wrestling broadcasts on Friday nights . . . Sandra Roush, daughter of Ottis Roush, made her bow to the staff recently . . . Sandra is WLBC's three-months-old star.

WMFF, Plattsburg, N. Y., featured a remote broadcast of the dedication ceremonies of the new Post Office recently completed in historic Ticonderoga. The broadcast included as speakers Postmaster General James A. Farley and several prominent local citizens. WMFF's program director, Earl Baker, handled the announcing, and Robert Mathewson, chief engineer, kept things going from the engineering standpoint.

With the Sept. 26 broadcast of "Music in Many Moods", Charles Berry will have concluded one full year of announcing this popular Sunday musical feature. "Music in Many Moods" is heard every Sunday at 1:30-2 p.m., originating at WOV, New York and fed to WRAX, Philadelphia; WAAB, Boston; WELI, New Haven; and WSPR, Springfield. The program features a 30-piece orchestra directed by Julio Occhiboi; a ten voice chorus; Amelia Sanandras, soprano; and Nicholas Cosentino, tenor.

WXYZ, Detroit: Marjorie Richmond is back on the dramatic staff after a three-month vacation in Europe . . . Franz Werner, music librarian, has received his final citizenship papers.

Jeanne Brown, staff pianist and organist at WOWO and WGL, Fort Wayne, has been named musical director of the two stations, succeeding Mrs. Dorothy Durbin, resigned. Miss Brown will also handle auditions and arrangements for special broadcasts. She was formerly at WFBM, Indianapolis.

Mutual Gets Award

Mutual has been awarded the "Radio Stars" magazine medal for "distinguished service to radio" for the month of October. Dedication will be aired coast-to-coast on Oct. 2, 8-8:30 p.m.

New KDYL Sustainers

Salt Lake City—Shift of NBC back to Eastern Standard Time widens KDYL's locally-produced program schedule, with result that early morning hours see inauguration of several new sustainers. "Dawn Patrol," 6:00-6:30 a.m., wake-up music and time checks, opens the day. "Sons of Pioneers" 6:30-7:00 a.m. is return engagement of popular hill-billy troupe, a disk series "Coffee Cup Capers," program of nonsense and music authored by Al Priddy, participating program, on 7:00-8:00 a.m. MST.



Joyous Hearing

for Deafened Ears, with the

CORONATION ACOUSTICON



Weight 1 1/4 oz.

For 35 years Acousticon's world-wide organization has been working to bring hearing to deafened ears. During that time it has sold more hearing aids than all other firms combined. Now comes our latest and greatest triumph, the Coronation Acousticon.

If you are not hard of hearing, you must know someone who is. Tell this person about this new instrument. It is so small that it is almost invisible when worn—so light the wearer forgets its presence. Yet it brings clear, strain-free hearing at all listening distances. Every Acousticon is personally custom-fitted on the Aurogauge. Consultation and fittings at your home, at our office or at 150 Acousticon agencies throughout the country. Write for new brochure.

DICTOGRAPH



PRODUCTS COMPANY

580 Fifth Avenue

New York, N. Y.

ONE MINUTE INTERVIEW

BETTY WRAGGE

"With the networks waging intense rivalry over dramatic offerings, not much attention is being paid to the consistently pleasing work of the every-day-in-the-week dramatization—the radio serial. Yet, I'll wager that the general run of script shows have a far wider audience than the works of Shakespeare, O'Neill or Shaw. This was almost conclusively proved when network statistics showed that the Fibber McGee and Molly program outdrew Shakespeare by two to one."



RADIO DAILY

Serving the Better Interests of Commercial Radio and Television



VOL. 2, NO. 60

NEW YORK, N. Y., FRIDAY, SEPTEMBER 24, 1937

FIVE CENTS

NBC Outdoor Television

BANFI PRODUCTS CORP. PLACING WINE CAMPAIGN

Banfi Products Corp. (Italian Wines) will begin an extensive advertising campaign Oct. 4 with radio and newspapers as the main media. Spot announcements are now being set on local stations throughout the New England territory, but station list is not as yet available. C. Tyler Kelsey & Co. Inc., are the agency, with Lee Brown as account executive.

CBC on 12-Hour Basis Starting Next Month

Ottawa — Canadian Broadcasting Corp., which increases its service to a 12-hour daily basis Oct. 3, will gradually step up to 16 hours, coincident with the opening this year of its two new 50,000-watt transmitters at Hornby, Ont., and Vercheres. (Continued on Page 2)

Personnel Is Completed For KOAM, Pittsburg, Kan.

Pittsburg, Kan. — Personnel of KOAM, new local station which will operate on a daytime basis with 1,000 watts on 790 kc., includes E. V. Baxter, former secretary of Baxter Lumber & Mercantile Co., president; Ed Cuniff, from KMA, Shenandoah, Ia. (Continued on Page 2)

WSMB Power Boost Dec. 1

New Orleans—Authorized by the FCC to operate on 5000 watts during the day and 1000 watts at night, WSMB expects to go on with its increased daily power around Dec. 1. The station expects to spend about \$25,000 on new equipment to care for the increase.

Bird Problem

Albany — Engineers at WOKO had a few bad moments early this week. In the middle of an important program, the tuning of the transmitter suddenly went 'way off. Cause not immediately discovered until one bright fellow saw that the antenna tower was literally covered with thousands of birds, apparently meeting on the tower before their migration south.

Christmas Biz

Royal Toy Co., through Reiss Advertising Inc., is readying a 50-word spot announcement schedule for late October placement on about 15 stations. Plugs will introduce a new game called "Alley Oop". Announcements begin on WOR Oct. 21.

WMCA SIGNS LEASE FOR LARGER QUARTERS

WMCA has signed an eight-year lease for 30,000 square feet of space on Broadway as part of an expansion program to provide greater efficiency in production and transmission of radio programs. Donald Flamm, president of the station, stated that the move was necessitated by the (Continued on Page 2)

Commercials Clicking, WEW Adds to Personnel

St. Louis—First week's operation as a commercial station has turned out very well for WEW, according to A. S. Foster, and several additions to personnel have been made. Bill Durbin, formerly at WTMV, and Arlington, (Continued on Page 2)

Devine Handling WKBZ

Muskegon, Mich.—Appointment of J. J. Devine & Associates Inc. as national advertising representative for WKBZ, effective Oct. 1, is announced by Grant F. Ashbacher, g.m. of the station.

New General Foods Setup On NBC-Red Starting Oct. 9

WGPC Staff Additions

Albany, Ga.—Bob Finch, former business manager of Albany Baseball Club, has been appointed commercial manager of WGPC. Other additions are Randolph Hallett, formerly of WIOD and WQAM, Miami, as operator and engineer, and Hubert Bately, announcer. Ross Smitherman, who recently joined as announcer, has been promoted to program director.

First Mobile Pickup Unit in America Will Start Experimental Service Next Month, Lohr Announces

RADIO ARTISTS UNION STARTS 'FRISCO DRIVE

San Francisco—Drive for membership in the American Federation of Radio Artists got under way here following Sunday night's meeting of approximately 150 announcers, singers, actors and technicians. An AFL charter has been granted the group, which includes northern California south to Bakersfield and to eastern (Continued on Page 2)

W. Arthur Rush Heads CBS Bureau on Coast

W. Arthur Rush has been appointed head of the newly formed Columbia Management of California Inc., a CBS subsidiary, which will centralize and coordinate west coast talent activities. Larry White will be Rush's assistant. New Hollywood company will handle talent for radio, movies and stage.

Hage Joins KFEL

Denver—Maxwell Hage, former radio production manager for United Press in New York, has joined the sales staff of KFEL. Hage also is former assistant manager of WJAY, Cleveland.

First mobile television unit in America, now being built by RCA for delivery to NBC on Oct. 18, will be placed in service next month when NBC inaugurates outdoor pickups on an experimental basis in cooperation with RCA, it was announced yesterday by President Lenox R. Lohr of NBC. The work will be strictly experimental, with a view to improving the equipment and methods of RCA television, Lohr pointed out.

As the public will expect television to bring into the home distant currents events, including sports, parades, elections and other news happenings, and will eventually demand faithful image as well as sound reproduction of the events, the new mobile unit will make a start toward supplying that demand, said O. B. Hanson, NBC chief engineer, in outlining the work to be done.

The immediate purpose, Hanson stated, is to train a group of men in handling the problems of special events. NBC has been conducting experiments for eight years, and Hanson declared that while much progress has been made it would be foolhardy to guess when actual daily television service, even in the limited area of New York City, will be a reality.

The new mobile television station will consist of two specially constructed motor vans, each about the size of a large bus. Apparatus for picture and sound pick-up will be installed in one, and a video transmitter, operating on a frequency of 177,000 kilocycles, in the other. In the metropolitan area, where many (Continued on Page 6)

Hand in Hand

San Francisco—Wedding of Hearst newspaper interests and Hearst radio took place Wednesday night when "Making of a Newspaper" started an indefinite run on KYA. Darrell Donnell, radio ed. of S. F. Examiner, is commentator. Workings of a newspaper are dramatized by Don Dudley, with KYA actors.

(Continued on Page 2)



Vol. 2, No. 60 Fri., Sept. 24, 1937 Price 5 Cts.

JOHN W. ALICOATE : : : Publisher
DON CARLE GILLETTE : : : Editor
MARVIN KIRSCH : : : Business Manager

Published daily except Saturdays, Sundays and Holidays at 1501 Broadway, New York, N. Y., by Radio Daily Corp. J. W. Alicoate, President and Publisher; Donald M. Mercereau, Treasurer and General Manager; Chester B. Bahn, Vice-President; Charles A. Alicoate, Secretary; M. H. Shapiro, Associate Editor. Terms (Post free) United States outside of Greater New York, one year, \$5; foreign, year, \$10. Subscriber should remit with order. Address all communications to RADIO DAILY, 1501 Broadway, New York, N. Y. Phone Wisconsin 7-6336, 7-6337, 7-6338. Cable address: Filmday, New York. Hollywood, Calif.—Ralph Wilk, 6425 Hollywood Blvd. Phone Granite 6607.

Entered as second class matter April 5, 1937, at the postoffice at New York, N. Y., under the act of March 3, 1879.

FINANCIAL

(Thursday, Sept. 23)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Am. Tel. & Tel.	161 1/4	159	159	-2
CBS A	25 3/8	25 3/8	25 3/8	-5/8
Gen. Electric	45 1/8	43 3/4	43 3/4	-7/8
North American	22 7/8	22	22	-3/8
RCA Common	9 3/4	9 1/4	9 3/8	-1/4
RCA First Pfd.	67 3/4	65 7/8	65 7/8	-2 5/8
Stewart Warner	14 1/2	14 1/4	14 1/2	-
Zenith Radio	35 1/4	33 1/4	33 1/4	-1 1/4

OVER THE COUNTER

	Bid	Asked
Stromberg Carlson	10	11 1/2

Nine WHN Sustainings Going Over WLW Line

Nine sustaining programs now heard over WHN locally have been set for the WLW wire and will become regular fare on the network effective Sept. 1, according to the local station. This marks the first time since the affiliation that WHN has originated sustaining shows regularly and in quantity. Programs are all afternoon musical shows, and feature WHN house band and soloists.

Thorgersen with Thomas

Ed Thorgersen, Fox Movietone sports voice, has been signed to do a two-minute baseball summary on the Lowell Thomas-Sunoco news program on the NBC-Blue during the World Series. After the series, Thorgersen will be heard on Mondays and Fridays with short football resumes. Thomas and Thorgersen are both heard on the Fox Movietone newsreels, latter was formerly an NBC announcer. Program is heard Mondays through Fridays, 6:45-7 p.m.

MARTIN BLOCK'S "Make-Believe Ballroom"

A WNEW FEATURE
1250 Kc.

10 TO 11 A. M. 6 TO 7:30 P. M.

Radio Artists Union Starts 'Frisco Drive

(Continued from Page 1)

border of Nevada, one of the largest AFRA territories in the U. S.

John B. Hughes was temporary chairman and a temporary organizing committee, also headed by Hughes, was composed of Ted Maxwell (NBC), Jack Moyles (KSFO), Ira Blue (NBC), Ivan Green, Sam Melnicoe (KJBS), Bern Wilson and Gladys Cronkrite (KLX).

Norman Fields, exec. secretary of L. A. and 2nd national vice president, was one of the speakers. Honor guests were Carlton KaDell, president of L. A. unit, and Jimmy Wallington, national 5th vice-president.

NBC and KJBS went 100 per cent AFRA. About 10 CBS members were present and a fair KFRC representation. One member of KROW was present.

Organization in Seattle is due very soon.

Commercials Clicking. WEW Adds to Personnel

(Continued from Page 1)

ton Thomas, formerly at WGR, have been appointed announcers. Alex Buchan has been assigned on sports. Dick Cross is promoted to temporary program director. Mrs. Myrtle Leary Brigham, formerly with Anfenger Adv'g Agency, has joined as Foster's secretary.

A contest for a station slogan has been launched.

WMCA Signs Lease For Larger Quarters

(Continued from Page 1)

rapid growth of WMCA in the past few years.

New quarters will be known as the WMCA Building, and will house nine commodious studios and 65 general administrative offices with double the space now occupied by WMCA. Latest type broadcasting equipment will be installed including modern sound proofing materials, air conditioning and new quarters for artists and staff.

A large broadcast amphitheater will be constructed with a seating capacity of 300. New quarters will be ready for occupancy by Jan. 1.

4 New WQXR Programs

Robert E. MacAlarney, editor, begins a Monday to Friday news comment program over WQXR at 6:45 p.m. Monday, John Gassner, drama critic and Theater Guild play reader, starts a weekly series, "The Week in the Theater", Oct. 2 at 5:45 p.m. Dr. John Haynes Holmes, prominent minister, debuts Oct. 1 at 9 p.m. in "Religion for Today and Tomorrow". Bernard Gabriel, pianist, presents the first of four recitals on Oct. 2 at 3:30 p.m.

Dumond Again Subbing

Joe Dumond will again substitute for Smiling Ed McConnell on Sunday's 5:30 p.m. NBC-Blue program. Ed is still recovering from auto crash.

WMCA Three-Hour Show Offered to Six Sponsors

On termination of General Mills' 26-week sponsorship of "Grandstand and Bandstand," Oct. 12, WMCA will change the name of this three-hour afternoon variety show to "Six Star Revue," with a view to having it sponsored by six non-competitive accounts, who would rotate in the six half-hour periods. Cost is \$750 a week to each sponsor.

New Gen. Foods Setup On NBC-Red Net Oct. 9

(Continued from Page 1)

from Friday on the Blue to take the first half-hour, 8-8:30 p.m. Shift takes place Oct. 9. Move also gives the sponsor the benefit of the one-hour rate on the time.

Until the new General Foods contract was signed, the NBC Red had no Saturday evening commercial program, currently nor for the future. The Blue has the Alka-Seltzer "Barn Dance," 9-10 p.m. on big network and Uncle Jim Question Bee 7:30-8 p.m. on a split network of seven outlets.

CBC on 12-Hour Basis Starting Next Month

(Continued from Page 1)

Que. The new stations will be known as CBL and CBF.

Call letters of CRCO, Ottawa, are being changed to CBO, while CRCW, Windsor, will become CBW, and CRCV, Vancouver, will be CBR. Other changes will be made later.

Personnel Is Completed For KOAM, Pittsburg, Kan.

(Continued from Page 1)

manager; Spencer Allen, from KMOX, St. Louis, program director, and Merwyn Love, of KWTO, Springfield, Mo., in charge of continuity.

Koerner On His Own

West Coast Bureau, RADIO DAILY Los Angeles—Sam Koerner, producer of the Olsen and Johnson show for Richfield, has surrendered that berth to devote his time to film and radio ventures of his own. Koerner is leaving tomorrow for New York on a network deal for his radio "Fun Factory," featuring Jimmy Dunn, and will announce his film connection also upon his return.

"Children's Hour" Shift

Dorothy Gordon starts a new time schedule on her "Children's Hour" over CBS on Oct. 4, being heard Monday, Wednesday and Friday at 5:45-6 p.m. Her "Sing Together Club" switches to Thursday.

AL DONAHUE

Now Appearing
ROOSEVELT HOTEL,
New Orleans
Opens at the Rainbow Room Oct. 6th
For Fall and Winter Season
Fourth Return Engagement

COMING and GOING

CLARK DENNIS, NBC tenor, flies from Chicago to New York on Sept. 26 for his guest shot with Victor Arden on the Chevrolet transcribed series.

JUDY STARR goes to Pittsburgh on Oct. 1 to make personal appearances at the Stanley Theater.

PARKS JOHNSON, who conducts the NBC Vox Pop program, planned last night to Texas to look over his ranch. Will return by air next week in time for the air show.

MIKE NIDORF flies to Washington today to see the Bob Crosby orchestra.

GLEN GRAY and the Casa Loma Orchestra left for Minnesota yesterday.

BOB WEEMS of the Chicago office of Rockwell-O'Keefe flew to Louisville yesterday.

WOODY HERMAN and his band drive to Boston today for their engagement at the Normandie.

OZZIE NELSON, HARRIET HILLIARD and their one-year-old son, David Ozzie, leave today for Hollywood.

SHEP FIELDS and his "Rippling Rhythm" Orchestra entrain Sept. 27 for Hollywood, where the featured musical part in "Big Broadcast of 1938" is awaiting them.

ABE LYMAN has postponed his return to New York from Hollywood until mid-October.

TED HUSING goes to Lincoln next week to be at the mike for CBS on the Minnesota-Nebraska game Oct. 2.

JAN PEECE goes to Chicago for a concert at the Civic Opera House on Oct. 3.

HOWARD C. BARTH returns to Syracuse this week-end after a sojourn in New York.

SAM KOERNER, who has given up production of the Olsen and Johnson show on the Coast to embark on his own, leaves Hollywood tomorrow for New York on a network deal for his "Fun Factory" program.

JACK McPHERRIN of Bauer & Black has arrived on the Coast to represent the sponsor in connection with the May Robson transcriptions, "Lady of Millions", being waxed at Associated Cinema Studios.

LEE KIRBY, WBT announcer, has returned to Charlotte from Philadelphia and New York. He attended a meeting for all announcers who will handle Atlantic Refining football broadcasts this Fall, then went on to New York to visit the CBS studios.

DEWEY LONG, Sales Manager for WBT, Charlotte, has returned from Atlanta, where he attended a regional meeting put on by Buick to introduce its 1938 models.

BOB KERR leaves Monday for a week's tour of the midwest, setting dates for his talent.

MARY SMALL arrived in Cleveland yesterday to fill a theater engagement. She will broadcast from that city next Wednesday.

Ivy Dale for Opera

Ivy Dale, who is a member of Ed Smalle's chorus on that Leo Reisman-beer program, will be heard in opera this Fall. Miss Dale was a featured member of the Salmaggi troupe last season.

A New Package!
TED WALLACE SING-BAND
Featuring
Joan BROOKS RHYTHM-QUADS

SUNDAY 6:30 P.M. WJZ

LISTEN! It's a Collegiate SING Session

Management:
BOB KERR—1619 B'WAY, N. Y. C.



Welcome, Old Timer!

HERE'S a pioneer salesman and entertainer holding immense audiences in the country's 6th city. Established in 1921, Station WHK has won and held a vast daily audience by the most adroit type of showmanship. It carries more local sustaining and local commercial hours than any other network station in Cleveland. For advertisers and listeners—WHK's addition is another real improvement in Blue Network service.

WHK CLEVELAND



**Pioneer
Radio Station
in Ohio
Joins the Great
Blue Network
September 26th**

NATIONAL BROADCASTING COMPANY
A RADIO CORPORATION OF AMERICA SERVICE

Program ☆ Comments ☆

"The Smoothies"

This mixed trio of voices, crooning for Crosley out of Cincinnati and heard via the WLW Line over WHN in New York on Wednesdays, 4-4:15 p.m., delivers a palatable dish of harmony. They take popular tunes and whip them up into nice vocal entertainment, melodic as well as smooth.

Marjorie Mills

Another commercial chatterer on the style of Martha Deane is this "Girl from Maine" who made her debut this week in a Tuesday and Thursday 1:15-1:30 p.m. spot over WOR-Mutual. Only difference between Miss Mills and Miss Deane is that the Maine girl's talk is predominantly commercial and only scantily interspersed with general human interest items. She talks in an informally low tone, in fact the tone is a bit weakly, but with a certain appealing quality. Purpose of the program is to plug Maine's potatoes, as well as other products and attractions.

Briefly

"You Don't Say", Barney's new nightly program on WMCA is catching on fast. It reverses the spelling bee procedure by having the announcer spell the word and asking the contestant to pronounce and define it, thus also injecting a "quiz" note. Alvin Austin Co. is the agency.

Margaret Wycherly, stage star, gave a swell performance as Mrs. Alving in the repeat presentation of Ibsen's "Ghosts" over WQXR. Her reading of the role was restrained and natural, but impressive.

Don Voorhees, closing his "Cavalcade of Music" series Wednesday night on CBS for Du Pont, in a program that was left entirely for him to arrange, put on a show that was distinguished as well as highly entertaining. Conrad Thibault was fine in the vocals.

Museum Series on CBS

American Museum of Natural History will sponsor a series of 13 educational programs entitled "New Horizons" over CBS starting Oct. 4. Programs will be heard each Monday, 6:15-6:30 p.m.

NEW ORLEANS

Joe Uhalt, president of WDSU, has been out of the office for the last two days, due to wisdom tooth trouble.

WWL's special broadcasts from Hotel Dieu have increased in popularity to such an extent that the station management has ordered them transferred to a night spot.



● ● ● Little shots about Big shots: . . . Monday, Gen. Hugh S. Johnson will air his first commercial show for this season from N. Y. More brass hats will be in the studio than probably ever attended an air premiere before—including Mayor La Guardia, Lenox R. Lohr, John Almonte, John Royal and Frank Mason. . . . Commentators H. V. Kaltenborn, Gabriel Heatter, Lowell Thomas and John B. Kennedy have been invited. Future shows will come from Washington—though Wally Butterworth, the announcer, will wordsling from here—so as not to get in the General's way!

● ● ● In the flicker "Manhattan Merry-Go-Round" Jack Jenney is seen leading a band of musicians—but these fellows can't play a lick of music nor are they AFMen—just some Hollywood chorus boys. . . . The music is supplied by Charles Margulis, Manny Klein, and other 802 men. . . . However, these great musicians weren't pretty enough to photograph. . . . Talking of musicians, the Jesse Crawfords are in town hunting up an 802 outfit—with a view to coming into a spot here.

● ● ● Ralph Wonders is bedded with 103 temperature. . . . WMCA, main link in the Inter-City net, has decided to make things easier for Frankie Basch, Bert Lebar, Al Rose, Bill Weisman—for Leon Goldstein to entertain the press—and especially, to locate their "Prodigal Son", Bobby Feldman, now that he's back with them. . . . This was all accomplished late yesterday afternoon when the lease was finally signed for the station to move into the fourth floor and penthouse of the building above Lindy's. . . . Tenant takes over the first of the year.

● ● ● NBC will exploit Pacific Ocean fishing tomorrow via a short-wave from Ben McGlashan's yacht and a Red net hook-up at 10:15 a.m. PST. . . . Recruited for the cruise are such noted fishermen as Amos 'n' Andy, Lum and Abner, Tyrone Power, Lanny Ross, Charlie Winninger, George Burns, Tony Martin, Jack Haley and Andy Devine—while the femme contingent includes Gracie Allen, Virginia Verrill, Marion Talley, Irene Rich, Gertrude Niesen and Alice Faye. . . . Despite the many witnesses aboard the vessel, Buddy Twiss will be at the microphone—with a yardstick and plenty of accurate scales.

● ● ● When Dick Himber played a p.a. date at the Paramount recently, he decided to do some card tricks for which he has a great knack. . . . One drummer, Willie Brewer, who was no longer in Himber's band, knew every trick and card Dick had up his sleeve, decided that the day for the downtrodden had at last arrived. . . . So, the very first show, Willie set himself up front, knowing what to expect next. . . . Dick came up, smiled and then mutilated some cards to the amazement of the audience. He asked the audience for volunteers to come up on the stage—and Willie was the first. Once there, Dick couldn't very well get him off. . . . Well, Willie switched more cards on Dick during that show then there were in the entire deck. . . . The audience howled at Himber's frustration. . . . Irony came when the reviews stated that this bit with "Himber and the 'alleged' stooge was the funniest part of the act and most entertaining".

● ● ● Clyde McCoy goes into the Palomar on the Coast Oct. 6 That same day Jane Froman opens at the Paramount here. . . . Wendell Hall is doing theater dates now. . . . Shaw and Lee return to vaudeville via a Boston booking Oct. 24. . . . Al Jacobs, formerly with Sherman-Clay, will definitely go into business for himself. . . . Press agent Edward Weiner's wife presented him with a girl. . . . Morton Bowe has been selected to be the first guest star on Al Pearce's N. Y. program this week.

NEW PATENTS

Radio and Television

Compiled by

John B. Brady, Attorney

Washington, D. C.

2,093,416—Feedback Circuits. Nelson P. Case, Great Neck, N. Y., assignor to Hazeltine Corp.

2,093,432—Radio Orientator. Raymond A. Gordon, Mount Ranier, Md.

2,093,443—Trailing Line Stabilizer. Ralph M. Heintz, Palo Alto, Calif., assignor to Heintz & Kaufman, Ltd.

2,093,494—Selective Mechanism for Radio Receivers. John McWilliams Stone, Geneva, Ill., assignor to Operadio Manufacturing Co.

2,093,544—Convertible Band Pass Receiver. Rene A. Braden, Collingswood, N. J., assignor to RCA.

2,093,548—Automatic Volume Control Circuit. Kenneth A. Chittick and Wendell L. Carlson, Haddonfield, N. J., assignors to RCA.

2,093,556—Automatic Transmission Band Control Circuit. Dudley E. Foster, Morristown, N. J., assignor to RCA.

2,093,560—Automatic Volume Control Circuit. Hans Erich Hollmann, Berlin, Germany, assignor to Telefunken Gesellschaft fur Drahtlose Telegraphie m.b.H.

2,093,561—Automatic Detector Gain Control Circuit. Hans Erich Hollmann, Berlin, Germany, assignor to Telefunken Gesellschaft fur Drahtlose Telegraphie m.b.H.

2,093,564—Automatic Volume Control Circuit. Ernst Klotz and Rudolf Rechnitzer, Berlin, Germany, assignors to Telefunken Gesellschaft fur Drahtlose Telegraphie m.b.H.

2,093,567—Thermionic Tubes and the Manufacture Thereof. Frederick S. McCullough, Ontario, Canada: The Union National Bank of Pittsburgh executor of said Frederick S. McCullough, deceased.

2,093,565—Automatic Gain Control Circuit. Winfield R. Koch, Camden, N. J., assignor to RCA.

2,093,683—Thermionic Tube and Circuit. Nils E. Lindenblad, Port Jefferson, N. Y., assignor to RCA.

2,093,699—Cathode Ray Tube. Russell H. Varian and Bernard C. Gardner, Philadelphia, Pa., assignors to Farnsworth Television, Inc.

2,093,711—Electrode for Vacuum Discharge Vessels. Walter Dallenbach, Berlin-Charlottenberg, Germany.

2,093,729—Modulator. Gunther Krawinski, Berlin, Germany, assignor to Fernsch Aktiengesellschaft.

2,093,751—Hum and Noise Reduction. John H. De Witt, Nashville, Tenn.

2,093,765—Method of Transmitting Messages by Means of Ultra Short Waves. Dietrich Prinz, Berlin, Germany assignor to Telefunken Gesellschaft fur Drahtlose Telegraphie m.b.H.

2,093,780—Modulation System. William A. E. Quilter, Bushey, England, assignor to RCA.

2,093,781—Oscillation Circuit. Walter B. van Roberts, Princeton, N. J., assignor to RCA.

2,093,817—Method of Scanning Films. Rolf Moller, Berlin, Germany, assignor to firm Fernsch Aktiengesellschaft.

2,093,833—Control Device for Radio Receiving Apparatus. Benjamin Franklin, Haynesville, Va., assignor, by mesne assignments, to Mark S. Willing.

2,093,847—Radio Telephone Monitoring System. Harold M. Pruden, Maplewood, N. J., assignor to Bell Telephone Laboratories, Inc.

2,093,855—Radio Telephone Monitoring System. Charles C. Taylor, Bayside, N. Y., assignor to Bell Telephone Laboratories, Inc.

2,093,871—Electrical Receiving and Measuring System. Samuel A. Levin, New York, assignor to Bell Telephone Laboratories, Inc.

2,093,876—Braun Tube. Manfred von Ardenne, Berlin-Lichtenfelde Ost, Germany.

2,093,882—Electron Tube Generator. Hermann Dirks, Berlin-Tempelhof, Germany, assignor to C. Lorenz Aktiengesellschaft.

2,093,885—Means for Guiding Aeroplanes by Radio Signals. Felix Gerth and Ernst Kramar, Berlin-Tempelhof, Germany, assignors to C. Lorenz Aktiengesellschaft.

2,093,886—Antenna Structure. Walter M. Hahemann, Berlin-Mariefelde, Germany, assignor to C. Lorenz Aktiengesellschaft.

Ann Leaf with Tony Wons

Vick Chemical Co. yesterday signed Ann Leaf to supply the organ background for the new Tony Wons series, beginning Sept. 27 over CBS.

AGENCIES

CHAS. DALLAS REACH CO., New York, has established a fully staffed office in Syracuse to serve Carrier Corp. (air conditioning) and other upstate accounts. The new office will be a separate and complete unit, not a branch office. Howard E. Sands, native of Syracuse and v.p. of the Reach agency, will be in charge, assisted by Francis R. Risley of Jamestown.

FRED WILE JR. is in Hollywood from New York to become assistant to Tom Harrington, radio head of Young & Rubicam. Wile was formerly head of Y. & R. publicity in New York.

LEWIS R. AMIS, newly appointed director of radio for Brooke, Smith, French & Dorrance Inc., New York and Detroit, will also have supervision over a number of other important new radio projects now being prepared, in addition to handling "Hobby Lobby", "Lone Ranger" and the State of Maine program.

MYRON KIRK, chief of the Ruthrauff & Ryan radio department, is in Hollywood with Clark Andrews, producer, to check with Tiny Ruffner on the new Lever series to dovetail with Al Jolson and on the Joe Penner show setup.

JOE AINLIE has left radio director's post with Leo Burnett agency and joined Aubrey, Moore & Wallace, Chicago, where he is handling production on the Campana show.

FREDERICK R. GAMBLE of New York, president of American Ass'n of Advertisers, was principal speaker at the annual banquet of the sixth annual convention of Continental Agency Network held over the weekend in St. Louis. Enno Winus, president of the Anfenger agency of St. Louis, which was host to the 29 representatives attending, won the golf tournament.

FRIEND ADVERTISING AGENCY has been appointed to handle the N. Y. State Committee of the Communist Party radio program on WJZ Oct. 6 and 20, 7-7:15 p.m.

COL. KINGSLEY G. MARTIN, former vice-president and director of Frank Presbrey Co., has joined the Charles W. Hoyt Co.

JAMES R. RAY, assistant to Harold Cray, v.p. in charge of advertising of American Airlines, has resigned to become associated with the staff of Swafford & Koehl, Inc.

LESLIE G. MOSELEY, now associated with the San Francisco office of Bowman, Deute, Cummings Inc., has been placed in charge of the agency's media department, effective Oct. 1. Edward F. Brodie, vice-president, formerly in charge of media, continues with agency in an executive capacity.

EMIL BRISACHER and staff, San Francisco, will handle the account of Sussman, Wormser & Co., San Francisco, (Fruit and Vegetables). A radio program on the west coast is being planned.

ORCHESTRAS - MUSIC

AL DONAHUE, his orchestra and a crew of entertainers, return to New York next week and will open the fall and winter season in the Rainbow Room on Oct. 6. This will mark the fourth engagement in the Rockefeller Center rendezvous for Donahue's organization which is currently repeating its attendance-record breaking feat at the Hotel Roosevelt in New Orleans.

Carl Harte, the accordion playing batoneer, and his orchestra are currently featuring a one hour concert during the newly inaugurated tea dansante sessions at the Claremont Inn on Saturday and Sunday afternoons.

Nilo Menendez, Cuban pianist and composer of many rhumbas including the international favorite, "Green Eyes," will direct an 18-piece rhumba orchestra at the new Havana-Madrid which opens Oct. 1. Jose Manzaneros will head the array of Cuban and Spanish entertainment which will be broadcast from the Havana-Madrid via NBC and CBS remote pickups.

Martha Perry, who started out as a Flower Girl at the French Casino, is now handling the vocal assignments on Lou Breese's NBC broadcasts emanating from that night club.

Bunny Berigan, WOR swing maestro, is making his first road tour and begins a week's engagement in Baltimore at the Hippodrome Theater on Oct. 15. Berigan is booked for the Club Palomar, Los Angeles, in November.

Bob Stanley, new house band director at WOR, will stage "swing-string" sessions, featuring three violins, a double bass and a piano, on the Sylvia Froos Sunday night shows.

"A wee bit o' Bonnie Scotland"

WJTN Installs Amplifier

Jamestown, N. Y.—The engineering division of WJTN has completed installation of a new Western Electric 110A program amplifier at the transmitter along with signal circuits to the studio which flash indicators on the studio console when the correct percentage of modulation is being maintained and also indicate when program peaks are being compressed by the new amplifier.

New field strength measurements will be made to determine amount of increased coverage. Installation was under the direction of H. J. Kratzert.

RCA Gets Right to Term

Camden, N. J.—RCA Manufacturing Co. has been granted exclusive use of the phrase "electron discharge tubes for use at short wave lengths" as a trademark for its products, the United States Patent Office has announced.

will be honored when Johnnie Olson brings to his Eight Brothers program over WTMJ, Milwaukee, and WTAQ, Green Bay, the state's best known bagpipe player. Since it takes so long for a bagpipe to get going, Johnnie figures on starting the "lad" a block from the studio and then fling open the door as he arrives. "Aye Mac Flanagan."

Ernie Holst's new vocalist, Vince Calendo, has been heard on the networks with Jolly Coburn, Vincent Travers and Jack Denny in addition to several commercial series.

Pianists Al and Lee Reiser start a new commercial series next month. They have just been given another spot on NBC and are currently being heard via WEA and WJZ five times weekly.

Despite the fact that two of his choral groups conclude their air engagements next month, Lyn Murray will still have three vocal ensembles on the air.

WNEW now has one of the largest, if not the largest, schedule of remote pick-ups in New York, more than 100 remote broadcasts each week with the new amplified schedule for the famous "Dance Parade." Bands heard on the "Dance Parade" each week include: Russ Morgan, Mitchell Ayres, Lou Breese, Jack Montgomery, Stan Austin, Mickey Alpert, Gail Snyder, Benci's Gypsies and Mike Kato.

Abe Lyman, who has unearthed obsolete waltzes from old files, music shops and libraries, will introduce them to radio audiences for the first time on his NBC-Red Network "Waltz Time" series which goes into its sixth successive year next week.

CBS Revises Short Waves

CBS short-wave outlet, W2XE, effective Oct. 1, will operate on a revised schedule. New set-up calls for a uniform schedule five days a week, with Saturday and Sunday operating on different system. Schedule is as follows: Monday through Friday, 7:30-10 a.m., 21,520 kc., 13.90 meters, directed at Europe; 1-6 p.m., 15,270 kc., 19.64 meters, Europe; 6:30-8 p.m., 17,760 kc., 16.89 meters, South America; 8 p.m.-12 mid., 15,270 kc., 19.64 meters, South America. Saturday and Sunday, 8 a.m.-1 p.m., 21,520 kc., 13.94 meters, Europe; 2-30-6 p.m., 15,270 kc., 19.64 meters, Europe; 6:30-8 p.m., 17,760 kc., 16.89 meters, South America; 8 p.m.-12 mid., 15,270 kc., 19.64 meters, South America.

Book on Static

"The Causes and Elimination of Radio Interference," new volume by Joseph E. Foster, has been published by C. W. Nelson Co., South Braintree, Mass.

GUEST-ING

CLAUDETTE COLBERT, on Chase & Sanborn Hour, Sept. 26 (NBC-Red, 8 p.m.).

JOSEPHINE ANTOINE, on "Voice of Firestone", Oct. 4 (NBC-Red, 8:30 p.m.).

DICK POWELL, fourth appearance on Werner Janssen program, Sept. 26 (NBC-Blue, 7:30 p.m.).

MR. and MRS. GENE LOCKHART, on "Movie Club", tonight (WHN, 8 p.m.).

JOE COOK and **JOAN EDWARDS**, on Gulf show, Sept. 26 (CBS, 7:30 p.m.).

HOWARD PHILLIPS, on Mark Warnow "Blue Velvet Music", Sept. 28 (CBS, 8 p.m.).

JOHN CHARLES THOMAS, on Andre Kostelanetz program, Sept. 29 (CBS, 9 p.m.).

RUSSELL PRATT, comedian, on "Magazine of the Air", Sept. 29 (CBS, 11 a.m.).

WARREN WILLIAM, **GLADYS GEORGE** and **JOHN BEAL** in "Madame X", on "Hollywood Hotel", Oct. 1 (CBS, 9 p.m.).

GLORIA BRAGGIOTTI, fashion editor of New York Evening Post, guest of Vivian Shirley, Sept. 28 (WNEW, 2:45 p.m.).

BOSTON

Charles Nobles is WBZ's latest recruit to be drawn from Boston to the NBC New York announcer's fold. He is being replaced by Robert E. White, from WBZA in Springfield.

Bob Meyers of Yankee network news service has returned to work following two weeks in the hospital.

Johnny Rushworth took possession of Uncle Joe's Cup at the WEEL Golf Tournament held at the Salem Country Club. He just nosed out the old veteran of the control room, Earl Janes, who held the cup last year.

Blanche Calloway and her ork now being featured at the Southland in the South End of Boston.

LINCOLN

James E. Cox of KFAB-KFOR continuity department was married a few days ago to Harriett Johnson, formerly on NBC with her sister.

Joe W. Seacrest and L. L. Coryell Sr. are in Washington for FCC hearings. Seacrest seeks more power for the Central States Broadcasting Co. and Coryell the right to build a small wattage station here.

Reginald B. Martin, KFOR-KFAB station manager, will take up his year old post as chief announcer for University of Nebraska football games come Oct. 2, when Minnesota comes here. KFOR, incidentally, will originate for Mutual.

Jettabee Ann Hopkins, script writer for KFAB-KFOR for four years, has resigned and is now in Chicago.

STATION-STUDIO and TRANSMITTER

EQUIPMENT

NEW DEVICES and IMPROVEMENTS

Latest Technical Developments and Activities in Radio and Television

Television Outdoors Being Started by NBC

(Continued from Page 1)

tall buildings make high frequency transmission difficult, the unit's workable range will be about 25 miles. Ten engineers will be required to operate the two television units. In the experimental field work NBC's present mobile sound transmitter will be included in the station.

Both picture and sound will be relayed by micro-wave to the NBC television transmitter in the Empire State Building. There the programs will be broadcast to the 100 receivers NBC has placed in the homes of trained observers throughout the metropolitan area. The television system to be used will be entirely electric, based on the cathode ray tube developed by RCA.

The van mounting the video, or picture, apparatus will be the mobile equivalent of a television studio control room. It will be fitted with television and broadcast equipment similar to that now in use at Radio City. This will include two cameras, video amplifiers, blanking and deflector amplifiers, synchronizing generators and rectifiers for supplying the iconoscope beam voltages. The principal sound apparatus will be microphones, microphone amplifiers and sound mixing panels. All the equipment will be mounted on racks extending down the center of the van, affording easy access to any part for repairs, and the alterations which will arise from the outdoor experimentation.

Directly in front of the operating engineers in the semi-darkened control room will be two monitoring kinescopes. One will show the scene actually being transmitted; the other will show the scene picked up by the second iconoscope camera preparatory to transmission. Sound will be picked up by a variety of microphones, including the parabolic microphone developed in the NBC laboratories, and will be monitored by loudspeaker. An elaborate telephone cue circuit will keep the ten engineers in contact with each other.

The two iconoscope cameras, to be mounted on tripods, will be technically equivalent to studio cameras, although considerably lighter in

KHUB Programs on the Nose

Watsonville, Cal.—Operators and announcers at KHUB hit their Time Signals on the nose, no foolin'. T. G. Hamma, chief engineer, has installed a relay device that trips a thousand cycle flash on the hour, ready or not. Its accuracy is guaranteed by Western Union. And, because a thousand cycle "beep" is uncomfortable behind a lilted theme or a soft-spoken commercial, the boys manage to stay "on-side."

Four Short Wave Sets Being Built At WBT

Charlotte, N. C.—James J. Beloung, chief engineer for WBT, is supervising the building of four short-wave sets for remote programs. The sets he has under way will vary in size and power and will give WBT a set suitable for picking up any sort of remote presentation. Sets range from a very light, low-power unit that can be used for following golfers about a course, where wires could not be dragged and to relay the program back to a field station that would, in turn, be placing it on the air, to a set that comprises two heavy packs but is still portable. Call letters have been assigned to two of the stations. These are W10XHF and W10XHG.

weight. Focusing will be by looking directly onto the plate of the iconoscope, instead of through a separate set of lenses, as in the case of studio cameras. The cameras will transmit the image through several hundred feet of multiple core cable, affording a considerable radius of operations. Four operating positions will also be available on the roof of the van.

The micro-wave television transmitter will be housed in the second van, linked to the first by 500 feet of coaxial cable. Here the principal apparatus will be the radio frequency unit, generating the carrier wave for picture signals, and modulating apparatus for imposing picture signals on this carrier. The signals will be transmitted to the Empire State station's directional receiving antenna either from a single dipole antenna raised on the van's roof, or from a highly directive antenna array raised on the scene of the pick-up.

UBC "Studio on Wheels" Is Placed on Exhibition

Cleveland—E. L. Gove, technical supervisor for United Broadcasting Co., and chief engineer of WHK and WJAY, has completed the UBC "studio on wheels" and placed it on exhibit in Cleveland.

For several weeks UBC engineers have been working on the elaborate new auto-trailer studio. It is equipped for all types of road work, containing speech input equipment and an amplifier system. It has been constructed exactly like the studios at WHK-WJAY. Walls are lined with acoustic material. A small piano is part of the studio equipment.

For use in conjunction with the studio on wheels, a 100-watt short-wave transmitter is being completed in the WHK-WJAY laboratories. It will be housed in the UBC mobile unit auto, to which the new trailer will be attached.

Following a week of exhibition in Cleveland, during which it will be shown at various places, the trailer and mobile unit will go downstate in a search for talent. The trailer will be exhibited in connection with the pending affiliation of WJAY with the Mutual Network and WHK with NBC-Blue on Sunday as well as the former's change in call letters to WCLE.

Install Amplifiers

Western Electric 110-A program amplifiers have been installed by KDYL, Salt Lake City, and KYA, San Francisco.



samples
upon
request

WORTHY of the splendid modern transcriptions! Eliminate surface noise with this 100% shadowgraphed needle, preferred by leading broadcast stations.

PLAYBACK NEEDLES STEEL CUTTING NEEDLES

Mfd. by W. H. BAGASHAW Co., Lowell, Mass.
Distr. by H. W. ACTON CO., Inc.
370 Seventh Avenue, New York City

New WFAS Transmitter Being Dedicated Tuesday

White Plains, N. Y.—With program tests completed, officials of WFAS have set Tuesday, Sept. 28, as the occasion for dedicating the new 190-foot vertical radiator to the service of Westchester listeners. A special program is being prepared which will be broadcast from the ballroom of the Roger Smith Hotel before an audience of invited guests, including prominent officials in Westchester communities, heads of civic and service organizations, educational and religious leaders, and representatives of the advertising agencies. The program is scheduled to begin at 9 o'clock sharp and, in addition to dedicatory addresses, will feature program specialties by WFAS artists-service units.

Listener reports, after the first few days' operation of the new antenna, indicate an increase of approximately 200 per cent in coverage intensity, and reports are being constantly received from points in Connecticut, New Jersey, Pennsylvania, and upstate New York, as well as all parts of the metropolitan area.

KTSM Portable Transmitter

El Paso, Tex.—Following authority granted by the FCC, an experimental relay broadcast transmitter, W5XCX, is being put into service by KTSM.

Antenna Below Sea Level

El Centro, Cal. — KXO, Don Lee outlet, claims the only antenna towers in the world located below sea level.

CONQUEST PORTABLE RADIO RECEIVER and PLAYBACK COMBINATION

A superior unit that speeds the sales of talent, time or transcriptions . . . bringing your product into the prospect's office . . . with high fidelity reproduction of both radio broadcasts and recorded programs . . . A playback that re-creates every note, every word, with a clarity beyond belief. . . . A microphone attachment that permits off-stage voices blending with recorded music . . . or its use as an efficient public address system. A flip of the switch and you have 33 1/3 or 78 r.p.m. for discs up to 17 inches diameter . . . radio . . . or phonograph and microphone.

For Specifications and Prices
Write Today to

CONQUEST ALLIANCE CO., Inc.
515 Madison Ave., New York
228 No. La Salle St., Chicago

CHARLES ROSS, Inc.

Formerly Motion Picture Lighting and Equipment Corp.
WE FURNISH

Electrical Lighting Equipment of Any Kind

FOR RADIO STATIONS

244-250 WEST 49th STREET

New York City

Tel. Circle 6-5470-1

MICROPHONE

Repairs
Dynamic, Velocity, Etc.
Also New

Dynamics for Studio and Remotes

Write for Catalogue

AMERICAN MICROPHONE CO., INC.
Los Angeles, Calif.

★ ★ ★ NEW SHOWS AHEAD ★ ★ ★

SUNDAY, SEPT. 26

"Bicycle Party," with Bill Slater and Hugo Mariani orchestra, Cycle Trades of America, NBC-Red, 3:30-4 p.m.

Marion Talley, Ralston-Purina (Ry-Krisp), NBC-Red, 5-5:30 p.m.

Jerry Belcher, "Interesting Neighbors Visited," F. W. Fitch Co., NBC-Red, 11-11:15 p.m.

Chevrolet, "Romantic Rhythm," with Barry McKinley and Seymour Simon orchestra.

Jeanette MacDonald and Joseph Pasternack orchestra, Vick's, CBS, 7-7:30 p.m.

"Smoke Dreams," with Virginio Marucci orchestra, H. Fendrich Inc., NBC-Red, 1:30-2 p.m.

"Back Home," Life of James Whitcomb Riley, sustaining, NBC-Blue, 1:30-2 p.m.

Varady of Vienna, Ted Weems, Mutual, 1:30-2 p.m.

Blue Coal, "The Shadow," Mutual, 4-4:30 p.m.

MONDAY, SEPT. 27

General Hugh S. Johnson, Grove Laboratories (Bromo-Quinine), NBC-Blue, Mon. and Thur., 8-8:15, and Tue. and Wed., 10-10:15 p.m.

"Famous Jury Trials," returns for Mennen Co., WOR-WGN-WLW, 10-10:45 p.m.

"Tom Mix Straight Shooters," returns for Ralston-Purina, NBC-Blue, Mon. through Fri., 5:45-6 p.m.

"Little Orphan Annie," returns for Wander Co., NBC-Red, Mon. through Fri., 5:45-6 p.m.

"Jack Armstrong," returns for Gen. Mills, NBC-Red, Mon. through Fri., 5:30-5:45 p.m.

Tony Wons, Vick's, CBS, 10:30-10:45 a.m.

Campbell Cereal Co., "Rube Appleberry," Mutual, Mon., Wed., Fri., 7:45-8 p.m.

Cudahy Packing, "Bachelor's Children," Mutual, Mon. to Fri., 11:15-11:30 a.m.

TUESDAY, SEPT. 28

"Grand Central Station," Lambert Co. (Listerine products), NBC-Blue, 9:30-10 p.m.

"Jack Oakie College" and Benny Goodman orchestra, Camel cigarettes, CBS, 9:30-10:30 p.m.

WEDNESDAY, SEPT. 29

Eddy Duchin orchestra, for Elizabeth Arden (cosmetics), NBC-Blue, 8-8:30 p.m.

"Cavalcade of America," returns for Du Pont, CBS, 8-8:30 p.m.

Eddie Cantor, Texaco, CBS, 8:30-9 p.m.

Chesterfield program, with Andre Kostelanetz Orchestra and Deems Taylor, CBS, 9-9:30 p.m.

THURSDAY, SEPT. 30

Kate Smith Hour, General Foods (Calumet baking powder, Swansdown flour), CBS, 8-9 p.m.

FRIDAY, OCT. 1

"Varsity Show," Pontiac, NBC-Blue, 8-8:30 p.m.

SATURDAY, OCT. 2

"Saturday Night Serenade," with Mary Eastman, Bill Perry, Gustav Haenschen orchestra, Pet Milk Sales Corp., CBS (except WABC), 9:30-10 p.m.

SUNDAY, OCT. 3

"On Broadway," General Foods (Diamond Crystal Shaker Salt), NBC-Blue, 3-3:30 p.m.

"Silver Theater," International Silver, CBS, 5-5:30 p.m.

Bakers' Broadcast, with Ozzie Nelson, Harriet Hilliard and Feg Murray, NBC-Blue, 7:30-8 p.m.

General Motors Concerts, Erno Rapee, John B. Kennedy, NBC-Blue, 8-9 p.m.

Tyrone Power, dramatic series, John H. Woodbury Inc., NBC-Blue, 9-9:30 p.m.

"Time of Your Life," with Sheila Barrett and Joe Rines orchestra, Gruen Watch, NBC-Red, 5:30-6 p.m.

Jack Benny, Gen. Foods (Jell-O), NBC-Red, 7-7:30 p.m.

Metropolitan Opera Auditions, Sherwin-Williams, NBC-Blue, 5-5:30 p.m.

Movie Critic on WNEW

Frank Eugene, film commentator and critic, starts a series of movie gossip programs on WNEW next Tuesday at 3:15 p.m. He will be heard Tuesdays and Thursdays.

"First Love" on Silver Show

"First Love," original radio drama by Grover Jones, screen author, will be the initial presentation of "Silver Theater," which starts Oct. 3 at 5 p.m. over CBS.

Phil Baker and Oscar Bradley orchestra, Gulf Oil, CBS, 7:30-8 p.m.

Joe Penner and Jimmy Grier orchestra, Cocomalt, CBS, 6:30-7 p.m.

Kellogg Co., "Singing Lady", Mutual, 5-5:30 p.m.

MONDAY, OCT. 4

Dr. Allan Roy Dafee, Lehn & Fink (Lysol), CBS, 4:45-5 p.m.

Baume Bengue newscast, Thomas Leeming & Co., WABC, 7:55-8 a.m.

"We, the People," with Mark Warnow orchestra and Gabriel Heatter, General Foods (Sanka coffee), CBS, 7:30-8 p.m.

Commentator, Gen. Foods (Minute Tapioca), 12-12:15 p.m., Mon., Wed., Fri.

"Follow the Moon", returns for Pebeco, Mon. through Fri., 5-5:15 p.m.

"Life of Mary Sothern", Lehn & Fink (Hinds), 5:15-5:30 p.m.

Carson Robison Buckaroos, Musterole, NBC-Blue, Mon., Wed., Fri., 4-4:15 p.m. Also Mutual and WLW Line.

General Foods (Minute Tapioca), Mary Margaret McBride, CBS, Mon., Wed., Fri., 12-12:15 noon.

TUESDAY, OCT. 5

Lever Bros. program, CBS, 8-8:30 p.m.

WEDNESDAY, OCT. 6

"Hobby Lobby", Hudson Motors, CBS, 7:15-7:45 p.m.

SATURDAY, OCT. 9

Jack Haley program, General Foods (Log Cabin Syrup), NBC-Red, 8:30-9 p.m.

SUNDAY, OCT. 10

American Bird Products, "American Radio Warblers", Mutual, 11:45-12 noon.

George Jessel program, "30 Minutes in Hollywood", 6-6:30 p.m.

MONDAY, OCT. 11 or OCT. 18

F. & F. Laboratories (cough drops) program, CBS, 3:30-3:45 p.m.

THURSDAY, OCT. 14

"March of Time," Time Inc. (Time and Life magazines), transfers from CBS to NBC-Blue, 9-9:30 p.m.

SUNDAY, OCT. 17

Modern Food Process program, NBC-Blue, 4:45-5 p.m.

Sealtest Inc., "Rising Musical Stars", with Alexander Smallens, NBC-Red, 10-10:30 p.m.

MONDAY, OCT. 18

Warden Lewis E. Lawes, Wm. R. Warner Co., NBC-Blue, 10-10:30 p.m.

American School of the Air, CBS, 2:30-3 p.m.

American Banks program, with Philadelphia Orchestra, NBC-Blue, 9-10 p.m.

TUESDAY, OCT. 19

Emily Post, Florida Citrus, CBS, Tue. and Thur., 10:15-10:30 p.m.

THURSDAY, OCT. 21

Elgin Watch Co., CBS, 7:15 p.m.

SUNDAY, OCT. 24

Radio Newsreel, Cummer Products, NBC-Red, 3-3:30 p.m.

Lutheran Hour, Mutual, 4:30-5 p.m.

FRIDAY, OCT. 29

Barbasol, Mary Jane Walsh and orchestra, Mutual, 8-8:15 p.m.

THURSDAY, NOV. 4

General Foods' Maxwell House Coffee show, produced by Metro-Goldwyn-Mayer under direction of Bill Bacher, NBC-Red, 9-10 p.m.

FRIDAY, NOV. 5

Dr. Karl Reiland, talks, Pepperell Mfg. Co., NBC-Blue, 7:15-7:30 p.m.

WEDNESDAY, NOV. 17

Fred Allen, returns for Bristol-Myers, NBC-Red, 9-10 p.m. (date tentative).

New Elza Schallert Series

Elza Schallert starts a new series of movie interviews over NBC-Blue on Sept. 30 at 11:15-11:30 p.m. Andy Devine will be her first guest.

Ad Club on WMCA

Luncheon meetings of the Advertising Club of N. Y. will again be aired over WMCA starting Sept. 30 at 1:15-1:45 p.m.



TED SHERDEMAN, NBC staff producer, takes over the Olsen-Johnson production berth vacated by Sam Koerner.

Bob Morgan, program director of KSFO, San Francisco, is in town huddling with CBS executives.

Virginia Flohri, KFI-KECA soprano who is Mrs. Carl Haverlin in private life, is back on the air after a long illness.

Sam Balter, Olympic athlete and coach, now sports commentator on KEHE's "Cavalcade of Sports", will predict the winners of opening games in the annual pigskin encounters on Thursday night.

Mayor Shaw has started a series of weekly broadcasts over KFVB, direct from his City Hall desk, discussing affairs of civic interest.

Billy McDonald and his orchestra will be heard from the Pasadena Civic Auditorium over KNX and CBS Pacific Coast on Friday and Saturday nights at 11 to 11:30. McDonald just finished a summer engagement at Jantzen's Beach in Portland.

Nancy Kellogg, youthful stage and screen actress, made her radio debut as a songstress with Lud Gluskin's "On the Air" program over KNX and CBS Coast last night.

Connie Frost, secretary in the William Esty office, married to Myer Alexander, former leader of the swingtime chorus on the Esty-handled Jack Oakie College program.

Lloyd Pantages turned down two national newspaper syndicates to concentrate on his CBS coast-to-coast chatter.

Piano Prodigy on Network

Peter Paul Lohanich, 10-year-old piano genius of San Francisco, made his network debut last night on the Rudy Vallee NBC-Red program. He is a protege of Jose Iturbi and is now studying with him, with plans for a New York concert debut this winter and a Hollywood Bowl appearance next summer. Evans and Salter are his managers.

ONE MINUTE INTERVIEW

JOLLY COBURN

"Radio has often been scolded for seeking only big names and cashing in on the particular type of entertainment which brought them fame and fortune. But radio's incessant demand for novelty has led these same artists to present new turns and novelties which might never have been discovered. Radio took such singers as Vallee, Kate Smith and Bing Crosby and made impresarios out of them. Radio taught singers like Frank Parker, Jerry Cooper and Kenny Baker to speak comedy lines well."

☆ Coast-to-Coast ☆

JOHN ESAU, g.m. of KASA, Elk City, Okla., feels that folks will think him over ambitious. Recently KASA started feeding The Oklahoma Network an all request program titled "The Hymn Sing" and featuring The Walker Quartette. Attempt is being made to answer all requests that come in. So far, in its fourth week, the fan mail has picked up to almost unbelievable proportions. Anyone wishing a number sung at least gets his card or letter acknowledged. With eight stations' audiences, this is proving a big job. Lyman Brown is at the mike.

One of the last few members of a "vanishing" trade, that of blacksmith, was interviewed on Johnnie Olson's Eight Brothers program over WTMJ, Milwaukee, and WTAQ, Green Bay, the past week. Fred Frank, a "smithy" of 40 years' standing, even went so far as to play a song on his trusty anvil.

Henny Youngman, and Arthur Boran, will head the list of radio celebrities who will entertain at the loyalty dinner being given by A. Dreier, president of the Dreier Hotel Chain, to 2,000 employees for their magnanimous co-operation during the American Legion week tomorrow night at the Hotel Capitol's Silver Ballroom.

WTMJ, Trenton, will do two broadcasts daily from the N. J. State Fairgrounds during the Fair which starts Sunday. Harry McIlvane will be at the mike.

Phil Demling has been signed to announce the new Phil Baker series over CBS on Sundays.

Ray Morgan has been made chief announcer of WPG, Atlantic City, succeeding George Foster, who went west. Ralph Shoemaker, Jack Webb and Benny Bishop are the other WPG mikers.

Bill Wine, staff announcer at WOKO and WABY, is now the "Man in the Street" at Troy, N. Y., airing over WABY, Albany.

Jocko Maxwell, WLTH sports commentator, is honoring Harry Danning of the Giants on his 6 p.m. "Sports Parade" tomorrow.

Larry Robar and his gang, including Bud Wilson and Gerry and Joe O'Neill, are featured in a new show sponsored by Robar Coal Co. over KFEL, Denver, through the Ted Levy agency. Guest stars also will be used.

Col. Jack Major of CBS, when asked if he had seen the Legion parade, said he couldn't get past Madison Ave.—Kentucky Colonels

didn't mean a thing to the cops on duty.

John Sheehan, announcer at WGY, Schenectady, and Leo Bolley, Tydol sportscaster, this week celebrated their first anniversary on their three-a-week evening program.

Grenfell N. Rand is now being heard daily as the Spaulding Quizzer on WOKO, Albany, in place of his father, Dr. Royden Rand, who has been ordered to take a rest.

WPA Federal Theater radio division will present what it calls its most ambitious radio script to date on Monday night when "The Inspector General" is aired over WEVD at 10 p.m.

WDRC, Hartford: Yodelin' Jim Ingalls is now being sponsored twice weekly....Harvey Olson, conducting "Star Gazing in Hollywood", has received so many requests for information that he is working on three other programs utilizing similar material.

Charles Crutchfield, program director of WBT, Charlotte, subbed for Mayor Douglas as announcer on "Welcome Stranger" while the Mayor attended the Legion meet in N. Y.

KMOX, St. Louis: Herbert MacCready, announcer, is now a benedict....Ruth Fenton, formerly of WCAU and WCAE, is handling Carol Gay's stint during the latter's illness....Robert E. Dunville, asst. to the g.m., is the father of a girl....A crew including Graham Tevis, Dan Donaldson and W. F. Castanie went to Ft. Meyer, Va., to record activities of Troop E of the Third Cavalry and music by the mounted regimental band....The Better Business Bureau series written and directed by J. Scott Robertson, exposing various rackets practiced on the public, is proving very popular and doing a good service.

Bill Sears, news commentator for WHBL, Sheboygan, Wis., is conducting a new five-minute financial broadcast every evening at 8, except Sundays under the sponsorship of Walter J. Brand & Co., Inc., investment firm.

Frank Werth, assistant musical director of WTMJ, Milwaukee, is conducting a new swing chorus at the Shorewood Opportunity School.

Allen Prescott, the NBC "Wife-saver", has been signed to make a number of recordings of his popular "P's and Q's" scripts, consisting of humorous discussions of proper etiquette for the home. The discs, to be made by Union Record Co., will be distributed for sale to the public at large for home reproduction.



THE Hoosier Hot Shots are off the Uncle E-Z-R-A show this week—they're celebrating fourth anniversary fishing at Eagle River, Wis.

Maurice Lowell has replaced Clinton Stanley as production director of Kaltenmeyer's Kindergarten for Quaker Oats.

Dave Rose, NBC arranger and orchestra leader, has practically decided to accept a Hollywood offer.

Bob Dyrenforth has joined cast of "Arnold Grimm's Daughter" on CBS.

Walter Ramsten, Zenith Radio engineer, is back from his trip into the Arctic with Commander Donald B. McMillan. Ramsten was studying effect of aurora borealis on radio transmissions.

Leslie Atlask, CBS v.p., is back from session in New York.

Van Cronkhite Associates has signed management contracts with Sam Francis, all star college football player who is now with the Chicago Bears, and with Jay Berwanger, now assistant coach at the University of Chicago. VCA will handle radio, newspaper and indorsement business for both.

Douglas Wilson, new tenor of Campana's new Vanity Fair show, has been revealed as Milton Wolfson, a sophomore at Senn High school here. He recently made his first radio appearance on the Sachs Amateur hour over WENR.

A new Sunday football show featuring Lynn Waldorf, head coach at Northwestern, and Francis Powers of Consolidated Press, explaining plays in the fall contests will go on the air over WMAQ at noon Sunday.

Melba Andre, organizer of the "Opportunity Guild" for Shut-Ins is directing a new program for invalids over WGES each Thursday afternoon. Guest speakers are featured.

Jack Peyser, former WLW and CBS announcer, has joined the WJJD staff.

Little Jackie Heller is in the hospital for a rest.

1	2	3	4	5	6	7
SUN	MON	TUE	WED	THU	FRI	SAT
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30

Greetings from Radio Daily

Sept. 24

Charel de Thomee

Sept. 25

Harry Louis Earnshaw

Robert Simmons

Noble Cain

Sept. 26

Frank Crumit

Vaughn de Leath

Del Casino



RADIO DAILY

Serving the Better Interests of Commercial Radio and Television



VOL. 2, NO. 61

NEW YORK, N. Y., MONDAY, SEPTEMBER 27, 1937

FIVE CENTS

Management Regulation Opposed

ARTHUR SAMUELS NAMED WOR EXECUTIVE PRODUCER

Arthur H. Samuels has been appointed executive producer, a newly created post in the program department of WOR. Engagement was personally announced by A. J. McCosker, president of Bamberger Broadcasting Service, who has long sought to develop further innovations in bettering the station's program service, par-

(Continued on Page 2)

Talent Lineup Is Set For Rexall Disk Series

Talent set for the Rexall 1-Cent Sale transcription series, which will be aired on about 200 stations during the next two months, includes Conrad Thibault, Jane Froman, the Songsmiths and Don Voorhees and his orchestra. Spot Broadcasting is preparing the quarter-hour disks for Street & Finney, Rexall's advertising agents.

Kellogg is Sponsoring 65 Football Contests

Kellogg Co. will sponsor 65 intercollegiate football games this season in the east, midwest, Rocky Mountain and south. Stations set for the play-by-play descriptions are: WINS, WSM, WAPO, WJSV, WBBM, WBNS, WTAM, WKY, WSGN, WALA, (Continued on Page 7)

Carl Woese After WNBZ

Syracuse—Carl F. Woese, radio pioneer of Central New York, is revealed as the prospective purchaser of WNBZ, Saranac Lake. Smith & Mace, present owners, have asked FCC approval of the sale. Back in 1923, Woese entertained Syracusans over WFAB.

Bi-Lingual

Cleveland—With a view to interesting a wider audience of listeners, the German, Polish, Slovak, Croatian, Slovenian and Czech language programs on WCLE-WHK are being revamped along cultural lines, with foreign languages used in the show to make short announcements, followed immediately by the English translation.

Bowl vs. Bowl

CBS will attempt to publicize the New Year's Day Orange Bowl football game in Miami in an effort to build it to the same proportion in importance as the coast Rose Bowl game on the same date. CBS holds a five-year exclusive contract with the Orange Bowl, while NBC usually carries the Rose Bowl game. It is believed that a serious attempt will be made by the networks to commercialize the games in the future.

AFM COMMITTEE HOLDS PRELIMINARY CONFABS

Preliminary conferences were held Friday between the AFM sub-committee of three representing the executive committee, and network representatives, with the result that a formal meeting will be held today in effort to negotiate a new contract be-

(Continued on Page 8)

Drive for Residents Planned by New Jersey

A concentrated drive to induce new residents to move to New Jersey will shortly begin under the supervision of Mayor Frank Hague, Jersey City. Media is expected to include radio, (Continued on Page 2)

Westergaard Recuperating

Knoxville—R. B. Westergaard, general manager of WNOX, who has been away from his desk for over three weeks on sick leave, is showing improvement and is expected back at the station shortly.

★ THE WEEK IN RADIO ★

... First Mobile Tele Unit

By M. H. SHAPIRO

ENCOURAGING television angle in the week's news is the preparations of NBC to place a mobile television unit in the field on Oct. 18. . . . Outdoor pickups on an experimental basis will get under way and it is an active experiment toward perfecting future pickup of sports, parades and other spot news events. On the AFM front, the Independent Radio Network Affiliates have pretty well settled on a form of trade agreement which will be a standard part

of the contracts to be negotiated between the various broadcasters and local unions of the AFM. . . . actual contracts will be made in each case between the station and the local within whose jurisdiction it lies. . . . only matter that remains to be set is the formal language of the trade agreement now in final preparation by Samuel R. Rosenbaum of WFIL. . . . after the agreement is accepted by both the AFM and IRNA

(Continued on Page 2)

U. S. Chamber of Commerce Declares Broadcasters Must be Free to Select and Edit Programs

By FRESCOTT DENNETT
RADIO DAILY Staff Correspondent

MACFADDEN PUBLICATIONS SETS '37-'38 AIR PLANS

Macfadden Publications at a meeting held last week over its future radio advertising activities decided to renew the "Good Will Hour" on Inter-City and Mutual networks for another 13 weeks, effective Oct. 16.

The "True Story Court of Human Relations" on the NBC-Red network, Fridays, 9:30-10 p.m., will be continued, but program format will be changed either this Friday or the week following. Title will be retained.

Network expansions into the south are planned for both the "Good Will (Continued on Page 7)

Washington—"Regulation of radio communication should not invade private management," says the Chamber of Commerce of the U. S. in a brochure, "Chamber Policies in 1937," just issued by the organization. Discussing at length its attitude toward government and business relations, the Chamber brochure devotes a section to radio, and on the subject of regulation it adds:

"It should be based upon the principle that the interest of the listening public is the paramount concern (Continued on Page 8)

CONVENTION IS CALLED BY AGRAP FOR FRIDAY

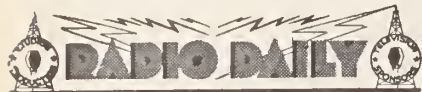
American Guild of Radio Announcers & Producers will hold its first annual convention in New York next Friday. It is expected that out-of-town chapters as well as the New (Continued on Page 2)

E. K. Jett Appointed Acting FCC Chief Engr.

Washington Bureau, RADIO DAILY
Washington—Inaugurating to some extent its initial reorganization prior to the official taking over of the chairmanship by Frank R. McNinch, FCC has designated E. K. Jett as acting chief engineer to succeed Commander T. A. M. Craven, who was recently appointed along with McNinch to membership on the commission.

Newscast Prolog

San Francisco—John B. Hughes' Don Lee network daily newscasts at 6:45 p.m. are being offered in five Imperial Valley theaters preceding the first film show at 7. Even General Motors Acceptance Corp. plugs are allowed by the movie houses, which display signs: "Come early—Hear the news broadcast and stay for the show."



Vol. 2, No. 61 Mon., Sept. 27, 1937 Price 5 Cts.

JOHN W. ALICOATE : : : Publisher

DON CARLE GILLETTE : : : Editor

MARVIN KIRSCH : : : Business Manager

Published daily except Saturdays, Sundays and Holidays at 1501 Broadway, New York, N. Y., by Radio Daily Corp. J. W. Alicote, President and Publisher; Donald M. Mersereau, Treasurer and General Manager; Chester B. Bahn, Vice-President; Charles A. Alicote, Secretary; M. H. Shapiro, Associate Editor. Terms (Post free) United States outside of Greater New York, one year, \$5; foreign, year, \$10. Subscriber should remit with order. Address all communications to RADIO DAILY, 1501 Broadway, New York, N. Y. Phone Wisconsin 7-6336, 7-6337, 7-6338. Cable address: Filmday, New York. Hollywood, Calif.—Ralph Wilk, 6425 Hollywood Blvd. Phone Granite 6607.

Entered as second class matter April 5, 1937, at the postoffice at New York, N. Y., under the act of March 3, 1879.

FINANCIAL

(Saturday, Sept. 25)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Am. Tel. & Tel.	157 3/4	156 1/4	156 3/4	...
CBS A	24 1/2	24 1/2	24 1/2	...
Crosley Radio	13 1/2	13 1/8	13 1/2	+ 3/8
Gen. Electric	43	41 5/8	41 5/8	+ 1/8
North American	20 3/8	19 1/2	19 1/2	- 5/8
RCA Common	9	8 5/8	8 3/4	...
Stewart Warner	13	12	12 1/4	- 1
Zenith Radio	33	31	31	- 2

NEW YORK CURE EXCHANGE

	Bid	Asked
Nat. Union Radio	1 1/4	1 1/4

OVER THE COUNTER

	Bid	Asked
Stromberg Carlson	10	11 1/2

KIDO Network Hookup In Effect on Oct. 1

Boise, Ida.—C. G. Phillips, manager of KIDO, has been informed by NBC that lines from Salt Lake City and Ogden to Boise have been completed and service linking KIDO with the NBC Red and Blue networks will begin Oct. 1. The two lines extend about 425 miles.

KIDO will be on the air 18 hours daily, with 13 hours devoted to network programs. Phillips plans a special program for the opening day.

Henriette Harrison Promoted

Henriette K. Harrison, formerly radio director for the New York City Y.M.C.A., has moved up to national radio director for the National Council of Y.M.C.A.'s. Miss Harrison is supervising a series of WBS transcriptions presenting outstanding personalities being interviewed by the "Y.M.C.A. Reporter" on problems of youth.

WOPI "The Voice of the Appalachians"
BRISTOL --- TENNESSEE
VIRGINIA

THE WEEK IN RADIO

... First Mobile Tele Unit

(Continued from Page 1)

members the tough proposition of working out the allocation of individual station expenditures toward completing the annual additional money for musicians. ...

Frank R. McNinch, newly appointed chairman of the FCC, delays taking over his post until Oct. 1 due to press of duties in the power field. ... Emile Gough, head of Hearst Radio, denies any radio properties will be dropped. ... CBS fired the first gun in a further invasion of New England when it acquired WNBX, Springfield, Vt.

Possibility of a sponsor for the

World Series is about over, with several of the last prospects passing it up. ... J. Walter Thompson Co. is now producing 50 weekly commercial programs abroad, or 38 per cent of the European commercials in English.

AFRA began a San Francisco drive for artist members to join the union. ... WHK, formally joined the NBC Blue web on Sunday night, giving this chain a great lift in Cleveland. ... Canadian Broadcasting Corp. increases its service next month to 12 hours daily and eventually will go to 16 hours.

Convention is Called By AGRAP for Friday

(Continued from Page 1)

York area members will attend the meeting.

Roy Langham, president of AGRAP, in a formal release stated that the entrance of the American Federation of Radio Artists into the announcer field which is also covered by the Guild will have no effect on the progress of the AGRAP.

In the free-lance announcer field the Guild has signed Ted Husing, David Ross, Paul Douglas, Andre Baruch, Fred Uttal, Andrew Stanton and Del Sharbutt. Applications from other name announcers will be approved this week.

Announcers of KYW, Philadelphia, an NBC operated station, have joined AGRAP 100 per cent the statement continued, CBS announcers in WABC, New York; WBBM, Chicago; WCAU, Philadelphia, and WEEI, Boston, are already signed up.

Organization at WPEN, Philadelphia, and WFBL, Syracuse, have been completed and 11 other stations will have their chapters set-up soon.

Guild statement admitted that a number of the members of Actors' Equity have enrolled with the AFRA in preference to the Guild, but AGRAP membership of actors and singers is increasing nevertheless.

WOI and WSUI Swap Programs

Ames, Ia.—Following a year of experimentation, WOI of Iowa State college here and WSUI of the University of Iowa at Iowa City have arranged to broadcast selected programs over a dual hookup starting today.

The experimental work has proved it possible to transmit programs from one station to the other for simultaneous broadcast, A. G. Woolfries of WOI said. Western Iowa listeners heretofore have been unable to get WSUI, while eastern Iowans have had similar trouble with WOI.

Socony on WABY, WHEB

Socony Vacuum Oil will sponsor the Yale football games starting Oct. 2 over WABY, Albany, and the New Hampshire University five home games starting same date over WHEB, Portsmouth, N. H.

Arthur Samuels Named WOR Executive Producer

(Continued from Page 1)

ticularly in the field of its "station tested" shows. He takes office Oct. 11.

Samuels, who has a vast background in the talent, theatrical, musical and publishing fields, will specialize in the production of several current and new WOR-Mutual sustaining programs and will try out new angles in program building. One of his most important functions will be the development of new program ideas for commercial sponsorship. For the past seven years Samuels has been editor-in-chief of Harper's Bazaar and House Beautiful and has also been an associate editor of the New Yorker. He has also composed several musical comedies.

Drive for Residents Planned by New Jersey

(Continued from Page 1)

probably on a national basis. Drive will be based on the fact that state has no income tax, and will also attempt to get industries to settle there permanently.

International Educational

An educational feature of international aspect will be heard on a regular schedule for the first time starting Oct. 3 when "Magic Key of RCA" on NBC-Blue at 2 p.m. starts a series of interviews between Linton Wells, journalist, in New York, and prominent newspaper correspondents abroad, beginning with Frederick T. Birchall of N. Y. Times.

LEE GRANT

AND HIS ORCHESTRA

24th WEEK

SPONSORED BY GENERAL MILLS

3 HOURS DAILY

2:30-5:30 P.M.

COMING and GOING

W. J. WILLIAMSON, manager of WKRC, Cincinnati, is in New York.

L. S. FROST, assistant to Don Gilman, NBC west coast vice-president, will arrive in New York on Oct. 1.

HARRY BUTCHER, CBS vice-president, was visiting the New York offices last week.

BLEVINIS DAVIS, who has been on the staff of the Jubilesta, Kansas City celebration, leaves there on Saturday for New York to join the NBC drama department.

HARRY BOYD BROWN, national merchandising manager for Philco Radio & Television, goes to Providence to address the district Advertising Federation of America convention next Monday.

JOHN F. ROYAL left over the week end to attend the jamboree celebrating WHK's NBC-Blue affiliation. He was the guest of H. K. Carpenter, WHK-WCLE general manager.

DAVID SARNOFF, president of RCA, returned Saturday from Europe on board the Paris.

M. KITZINGER, orchestra conductor, arrived in New York on Saturday from Europe on the Paris.

ARTHUR KASS of Kass-Tohrner Inc. left New York on Sunday for a business trip to Chicago, Detroit and Cincinnati and will return within ten days.

H. V. KALTENBORN has returned from Spain.

CHARLES (BUDDY) ROGERS and MARY PICKFORD arrived in New York Saturday for a two-week stay.

DR. EUGENE ORMANDY, conductor of the Philadelphia Symphony Orchestra, arrives tomorrow on the Berengaria from Europe.

BOB GOLDSTEIN is also expected to return from a European vacation on the Berengaria tomorrow.

FRANK FISHMAN of ROC left for Hollywood.

ARCHIE BLEYER goes to the Coast from Cleveland.

BENNY FIELDS leaves for Boston to appear at the Mayfair Club there Wednesday.

GEORGE LOTTMAN returned from Boston after arranging a cocktail party for the press at which Milton Berle, Tommy Dorsey and Mary Small were guests of honor.

AL PEARCE (and His Gang) return here tomorrow from Coast trip and will resume broadcasting their Ford show from local CBS playhouse. CARL HOFF also back.

DOT HAAS, Fanchon & Marco, left for Washington yesterday to meet the Al Pearce Show and returns to New York with Pearce and his gang tomorrow.

ARCHIE BLEYER, who arranged and conducted the music for the Billy Rose Aquacade in Cleveland, leaves for Hollywood with a commercial berth in view.

There is no Substitute
for Coverage

W S Y R

Send for New 16-County Program Survey

SYRACUSE, NEW YORK

AGENCIES

L. WARD WHEELLOCK, head of the F. Wallis Armstrong agency, is in town. His visit coincides with the change in set-up of "Hollywood Hotel" when Ken Murray and Oswald check-in next week.

LORD & THOMAS activity in the local field is presaged by the arrival of Tom McAvity, radio head in New York. A musical-variety show for Luck Strikes (possibly supplied by Warner Bros.) is one that everyone takes for granted, and there is a replacement for Amos 'n' Andy coming up Jan. 1 for Pepsodent, with still a third rumored for the L. & T. local office under Jack Runyon.

RUTHRAUFF & RYAN is setting up a Radio Sales dept. in connection with its Chicago office. Local radio production unit set up last fall now numbers almost 20 members. Entire radio department is headed by Ros Metzger. Metzger, Arden Bucholz and Arthur Trask, all of R. & R., went to Cincinnati over week-end to get the La Fendrich "Smoke Dreams" off on NBC.

HAROLD DANZIGER, formerly associated with Loew Theaters, has become an account executive with Monarch Advertising Agency.

ALLAN McLANE, Jr., formerly a partner in the firm of Redmond & Co., has become an account executive with Albert Frank-Guenther Law, Inc.

Atlantic Refining Adds Local Football Talks

Atlantic Refining Co. has set 15-minute localized football talks on 26 stations in the East to be heard in conjunction with the extensive play-by-play descriptions which the sponsor will bankroll. Football talks will be heard on Thursdays or Fridays, depending on the locale concerned. Stations set include: WBT, WRVA, WBAL, WCAE, WHAM, WSYR, WNBS, WFIL, WWSW, WJAC, WORK, WRAK, WCBA, WRAW, WEST, WHP, WKOK, WGBI, WBRE, WAZL, WGAL, WEEL, WDRC, WPRO, WMAS and WORC.

All programs, either Thursday or Friday, will start this week. Commentators to be heard on the shows regularly include: Jack Ingersoll, Lee Kirby, Ted Reams, Don Riley, Claude Haring, Frank Silva, Dan Dwyer, Harry Tenner and Jack Berry.

N. W. Ayer & Son is the agency.

P. & G. in Italian on WOV

"Album of Love," stories in Italian, start at 11:15 a.m. today over WOV, Monday through Friday, sponsored by Procter & Gamble (Oxydol).

AL DONAHUE

Now Appearing
ROOSEVELT HOTEL,
New Orleans
Opens at the Rainbow Room Oct. 6th
For Fall and Winter Season
Fourth Return Engagement

Program Reviews and Comments

EDDIE DUCHIN

with Roger B. Whitman
Kopper's Coke

WEAF and KYW, Fridays, 7:30-8 p.m.

B.B.D. & O. Inc.

ROUTINE MUSICAL PROGRAM PLUS HOME-HINTS COMMENTATOR.

Considering the reputation he has built up, Eddie Duchin and his orchestra were somewhat of a disappointment in the initial shot of this new series. It was just another program of pop orchestra music, a few vocals, a piano specialty by Duchin, and some hints on home repairs by Roger B. Whitman. Not that the musical entertainment was inferior, as such programs go, but it was so much in the pattern of so many such shows that it made no individual impression. It merely was a pleasing musical program. Patricia Norman and Stanley Worth did well in the vocals.

The "ailing home" doctor gave bits of practical advice on paint, pests, etc.

"Fortune Stories"

Edith Meiser is adapting the latest series of whodunits which NBC-Blue is airing at a late hour, 10:30-11 p.m., Friday nights. Mysteries are taken from the H. C. Bailey "Fortune Stories" which revolve around Reginald Fortune, special adviser to Scotland Yard.

Last Friday's airing was the usual complex murder mystery with the figure pointing at every one. Plot moved fast and cast is made up of "regulars" from the radio field. Program started out with a real blood and thunder opening but quieted down after the formal introduction. Mystery was solved and off the air just about the time you became interested. Which is another way of saying the program held attention. Cast, which included Alfred Shirley, Charles Webster, Lucille Wall, Tommy Donnelly, John McGovern, William Shelly and Agnes Moorhead, handled the script nicely.

"Commentator Forum"

After postponements, Commentator magazine last Thursday evening got off to a fine start with Upton Close, one of the regular contributors to the magazine, speaking on the war in the

Far East. It was one of the most comprehensive descriptions of its kind yet aired, and Close did not mince words in expressing his opinions.

Charles S. Payton, publisher of Commentator, made an opening address, and gave listeners a preview of future broadcasts. First show was overboard on commercial plugs, with almost five minutes given over to the magazine. However, this is usually to be expected on first airings, and ordinarily is cut on future shows. Program is heard Thursdays, 10-10:15 p.m., and Sundays, 9:30-9:45 p.m., over WOR-Mutual.

Lewis Browne

Since the initial broadcast in his Thursday evening CBS originating from the coast, Lewis Browne has somewhat revised his commentating, with the result that last Thursday's quarter-hour was a great improvement over his previous efforts. He dealt more thoroughly and more emphatically with such matters as the Spanish situation, the Sino-Japanese conflict, internal Nazi trouble and the economic situation here. Browne has an unusually good command of language and expresses himself colorfully. With a little more acclimation, he should hit a nice stride.

"Vallee Varieties"

Peter Paul Loyanich, 10-year-old prodigy of the piano, was a highlight item on Rudy Vallee's program last Thursday night over NBC-Red. The youngster displayed some exceptional artistry. Doc Rockwell, in a batch of his familiar comedy chatter; Conrad Nagel and Violet Heming in a dramatic skit, Tommy Riggs and "Betty Lou" in another of their entertaining skits, and Quentin Reynolds, magazine writer, rounded out the excellent bill.

"Musical Chefs"

Airing over WOR on Mondays, Wednesdays and Fridays for Childs, from its Paramount Theater restaurants, the Jesters serve a very pleasing menu of vocal and instrumental harmonies. With the aid of Charles Magnante and his accordion, plus Jeff Sparks as announcer, the program makes good listening for either diners or dialers.

Sterling Products Serial

"Young Widder Jones," a new transcribed dramatic serial sponsored by Sterling Products, will be heard over 20 stations from coast-to-coast, Monday through Friday, beginning today. In the metropolitan area the series will be heard over WOR, 4:15-4:30 p.m.

Dunkel for Hyde Park Brewery

Chicago—Hyde Park Brewery, St. Louis, through Ruthrauff & Ryan here, has bought the Dick Dunkel Football forecasts, handled by Van Cronkhite Associates, for the sports reviews on KMOX, KWK and KSD, St. Louis.

GUEST-ING

OLIVER WAKEFIELD, STROUD TWINS and HILDEGARDE, on Rudy Vallee program, Sept. 30 (NBC-Red, 8 p.m.)

BARBARA STANWYCK in "Stella Dallas," on Lux Theater, Oct. 11 (CBS, 9 p.m.)

NOEL COWARD, on "Hit Parade," Sept. 29 (NBC-Red, 10 p.m.)

WILL AUBREY, yodeler, and ZAROVA, contralto, on "Show Boat," Sept. 30 (NBC-Red, 9 p.m.)

DORIS KERR, on "Town Hall Tonight," Sept. 29 (NBC-Red, 9 p.m.)

DOROTHEA BRANDE, author of "Wake Up and Live," on "Can It Be Done?," Sept. 29 (WQXR, 9 p.m.)

Radio Events Signs Writer

Yolande Langworthy, whose "Arabesque" was a famous romantic serial on CBS sometime ago, has been signed by Radio Events Inc. and will devote her full time to writing for this organization. Georgia Backus, who was dramatic director at CBS while Miss Langworthy was with the network, also is now with Radio Events.

New WOKO-WABY Studios

Albany—WOKO and WABY, which have maintained studios in the Flatiron Bldg., Troy, for about a year, move into larger quarters in the Hotel Troy on Oct. 1, it is announced by Harold E. Smith, g.m.

Mrs. Lee Reiser Recovering

The wife of pianist Lee Reiser is recovering from an operation at the Murray Hill Hospital.

CONCERNING
JACK MAJOR
WABC COLUMBIA NETWORK
MONDAYS - 3-3:30 P.M.

KENNY KANDID KAMERA!!!
Colonel Jack Major, master of ceremonies on the Monday afternoon variety show on CBS, is a native of Kentucky or Tennessee. Was born on speeding train 33 years ago. Owned his first pair of shoes at the age of 14. Got them when his father, a switchman, moved into town. Met Irvin S. Cobb, Paducah author and wit, while working as a caddy. Picked up first songs and yarns from mountaineers. Studied for ministry at Rice Institute and while there organized quartette and student shows. Drooped church ambitions when he became emcee at Honston hotel. Sang with Hilton's band at Kit-Kat at London. Returning to New York toured with Isham Jones as soloist. First radio appearance Fort Worth, Texas. Between radio and stage appearances writes poems and magazine articles. Favorite pastime telling "whoppers" in soft twangy drawl. Heard over WABC Columbia network Mondays, 3:00 to 3:30 P. M.

NICK KENNY - DAILY MIRROR - SEPT 22, 1937



A cello takes the theme . . .

Oboe and clarinet weep rhythmically. Violins answer the tympani's roll . . . cutting across, a baton raps-rps-ps the orchestra to a stop. "Gentlemen, please! Please listen to the cello!" Conductor Howard Barlow turns to his control-room engineer. He is creating, for the microphone, an exact shading of cello against orchestra: making the microphone an integral part of the music itself. A moment's conference. The baton taps. Again, the cello takes the theme . . .

This is final rehearsal, in a CBS studio, for the world-premiere of Aaron Copland's work, "Music for Radio". Its first performance wrote a new chapter in the history of serious music. For it belonged entirely to the radio audience; *coming immediately to the whole of our people*. In the long history of music, this has never happened before. ¶ Already this year, five such premieres have been broadcast by Columbia. Another—a new American opera—will be heard October 17th. Each is a work by a major American composer; each is written expressly for the Columbia Composers' Commission; each finds its *first* audience in the homes

of radio's millions. ¶ To encourage America's musical maturity, is the charter purpose of the Columbia Composers' Commission. But it is only one contribution in a full range of service to the world of music. Over forty famous symphony orchestras were put on the air last year, by Columbia. Of these, the New York Philharmonic-Symphony begins its eighth consecutive season of broadcasting, exclusively on CBS, when it resumes in October. Columbia's own symphony orchestra, under the direction of Howard Barlow, is as familiar to the radio audience as the Philharmonic itself. Since 1927 it has given over a thousand radio concerts. And a listing of the chamber music, composers, conductors and soloists heard on CBS through the four seasons of the year would be an international Who's Who of music. ¶ "*All over the country*," writes Leopold Stokowski, "*a generation is arising which is more gifted by nature in music than the past generation*." ¶ Radio has done this; presenting great music with simplicity and sincerity—bringing it nearer to us than it has ever been before.

The Columbia Broadcasting System

★ F. C. C. ★ ACTIVITIES

APPLICATIONS RECEIVED
WOKO, Albany, N. Y. License to cover W. E. 106-B transmitter as an auxiliary using 500 watts power.

KGFV, Kearney, Neb. CP to install a new transmitter, erect a vertical antenna, increase power to 100 watts. 250 watts LS., and move studio site to new location, as yet undetermined.

Mollin Investment Co., Huntington Park, Cal. CP for new station. 1160 kc., 100 watts, daytime.

HEARINGS SCHEDULED

Sept. 27: Leon M. Eisfeld, Burlington, Ia. CP for new station. 1310 kc., 100 watts, unlimited.

Sherman V. Coultas, Milton Edge & Hobart Stephenson, Jacksonville, Ill. CP for new station. 1310 kc., 100 watts, unlimited.

Sept. 28: Jules J. Rubens, Aurora, Ill. CP for new station. 1040 kc., 250 watts, daytime.

KSLM, Salem, Ore. CP to change frequency and increase power to 1360 kc., 500 watts, unlimited.

Southern Broadcasting Corp., Bogalusa, La. CP for new station. 1500 kc., 100 watts, 250 watts LS., unlimited.

Sept. 29: Seaboard Broadcasting Corp., Savannah, Ga. CP for new station. 1310 kc., 100 watts, 250 watts LS., unlimited.

Earl Weir, St. Petersburg, Fla. CP for new station. 1370 kc., 100 watts, unlimited.

Sept. 30: Johnson City Broadcasting Co., Johnson City, Tenn. CP for new station. 1200 kc., 100 watts, 250 watts LS., unlimited.

Knoxville Journal Broadcasting Co., Knoxville, Tenn. CP for new station. 1200 kc., 100 watts, 250 watts LS., unlimited.

Richard M. Casto, Johnson City, Tenn. CP for new station. 1200 kc., 100 watts, 250 watts LS., unlimited.

Oct. 6: William C. Smith, Bogalusa, La. CP for new station. 1310 kc., 100 watts, unlimited.

Larry Rhine, San Francisco. CP for new station. 980 kc., 250 watts, daytime.

KRRV, Sherman, Tex. CP to change frequency, increase power and hours of operation to 1450 kc., 500 watts, unlimited.

KMLB, Monroe, La. CP to change frequency and increase power to 620 kc., 500 watts, unlimited.

Oct. 7: M. M. Valentine, Laredo, Tex. CP for new station. 1500 kc., 100 watts, 250 watts LS., unlimited.

Oct. 19: Sam Houston Broadcasting Assn., Huntsville, Tex. CP for new station. 1500 kc., 100 watts, daytime.

Pacific Radio Corp., Grants Pass, Ore. CP for new station. 1320 kc., 500 watts, daytime.

Shirley D. Parker, Yakima, Wash. CP for new station. 1310 kc., 100 watts, 250 watts LS., unlimited.

Kanawha Valley Broadcasting Co., Charleston, W. Va. CP for new station. 1500 kc., 100 watts, unlimited.

Oct. 20: O. O. Burke, Dickinson, Tex. CP for new station. 1500 kc., 100 watts, unlimited.

Charles F. Engle, Natchez, Miss. CP for new station. 1210 kc., 100 watts, 250 watts LS., unlimited.

J. F. Rodgers, Harlingen, Tex. CP for new station. 1370 kc., 100 watts, 250 watts LS., unlimited.

Oct. 1: Colonial Broadcasting Co., Morristown, N. J. CP for new station. 620 kc., 1 KW., unlimited.

Sims Broadcasting Co., Phoenix, Ariz. CP for new station. 1210 kc., 100 watts, 250 watts LS., unlimited.



● ● ● First commercial program ever broadcast jointly by L. B. Wilson's WCKY and Crosley's WSAI, Cincy. will be a series featuring Lynn Cole and his music....KVOD, Denver, has the following last monikers on its payroll: Hile, Pile, Hill, Hall and Paul....Anyone having a similar name stands a good chance of joining up with this organization, apparently....Major Edney Ridge of WBIG, Greensboro, after reading those yarns about swing music being bad for morals, says that at last he's found out what his trouble is—he doesn't hear enough swing music....Sherb Herrick, who conducts an all-night recorded "request" show via WABY, Albany, gets to know where all the parties are being held....Ask Sherb and he'll tell you when the Jones, Smiths or Browns are really having a gay time—because the stayer-uppers phone their requests.

● ● ● Charles LaTorre, director of the "Ave Maria Hour" on WMCA, had a justified complaint over the week-end....Lawson Zerbe, one of the star members of his cast—and who also is in "Hello, Peggy," "Gun Smoke Law" and "The Goldbergs"—eloped last Friday and couldn't appear in yesterday's "Ave Maria" broadcast....Kenneth Roberts replaces Will Wright as announcer on the Al Pearce CBS program tomorrow night, when a new guest star policy starts, with Nick Lucas leaving the cast.

● ● ● During Kansas City's Jubilesta, Owen Balch of KCKN caught Dave Rubinoff in a friendly mood and kept him talking on the air for over 10 minutes....Ruth Royal asked Rubinoff to introduce Alec Templeton to the audience, which he did, commenting that this was his first time as an emcee on a broadcast....Patricia Ryan opens Wednesday at the Rainbow Grill....Ramona opens at Ciro's in London within two weeks and for the first time changes her theme song, using Alex Fogarty's "Irons in the Fire"....John Gielgud's brother, Val, who is in charge of dramatic productions for BBC, will have his "The Sergeant-Major" aired via NBC tonite. Jack Roseleigh will act the title role with the production in the hands of Charles Warburton.

● ● ● Lowell Thomas was prevented by a line break from completing his 6:45 p.m. NBC-Blue broadcast Friday. He was doing the stint from his Pawling home. So many protests were phoned to NBC, that Thomas' talk was rescheduled at 8 p.m....Jessica Dragonette, who ends her Palmolive-CBS program Oct. 6, begins her nationwide concert tour Nov. 22 at Philadelphia Academy of Music....Eve Symington opens Sept. 21, same date as Leo Reisman, in the Sert Room of the Waldorf-Astoria....Ray Block has been signed as permanent director of the mixed chorus on Consolidated Edison's "N. Y. on Parade" over WEAf....Stuart Allen, baritone, on NBC "Hit Parade" since March, continues when Mark Warnow takes over Wednesday. Allen's also featured on "Your Unseen Friend."

● ● ● Patricia Ryan, NBC singing star who's under personal management of Kass-Tohrner Inc., opens Wednesday evening in the Rainbow Grill. She also has a Saturday morning WJZ spot....Libby Hall, blues singer heard on many air programs, has been placed under exclusive contract by Kass-Tohrner Inc. She has her own Wednesday night program, "Vocal Modes," with Nat Brusiloff orck over WMCA....Bing Crosby resumes Oct. 7 on "Kraft Music Hall."

ORCHESTRAS MUSIC

LOU MARTIN, musical director at **L. Leon & Eddie's**, has three bands under his wing at this popular rendezvous. In the afternoon he has Lou Martin's Lunch and Cocktail Orchestra, and in the evening he has the Hawaiian Quartette in addition to his own band of Music Makers. Lou had his first crack at being a leader at Leon & Eddie's just a few months ago.

George Olsen and his band, playing from New York's new International Casino, and Cab Calloway and his orchestra broadcasting by an exclusive CBS arrangement from the Cotton Club in Harlem, are now being heard on new schedules as the Columbia network swings into its most extensive fall and winter dance orchestra season. Olsen is playing each Tuesday and Thursday at 11:30 p.m., while Calloway's schedule brings his band on the air Sundays at 11:30 p.m. and Thursdays at 11.

Dr. Sigmund Spaeth, the "tune detective," will present a 15-minute program titled "Music for Everybody" over WOR today at 4:30-4:45 p.m. Discussing music appreciation, Dr. Spaeth will have his points illustrated at the piano by Frank J. Bederka.

The chorus which is heard on the Thursday 7:30 p.m. WEAf beer program with Leo Reisman's orchestra is directed by Ed Smalle. The singers in this septet are the same ones who were heard in Smalle's "Seven G's" on the Phil Baker series. They have also been heard under the name "The Caroleers," and as "The Seven Voices."

Eugene Jelesnick's orchestra from the Hotel Taft at New Haven is making a hit with WELI listeners.

Pat Rossi and the Maytime Orchestra have started the sixth year of Macy 34th Street store's daily airing over WOV. Program, titled "Maytime," is heard at 11 a.m.

Tax Receipts Up 33%

Washington Bureau, **RADIO DAILY**
Washington—Tax receipts on radio components and phonograph records increased 33.1 per cent for the fiscal year 1936-37 over 1935-36, according to figures issued by the Treasury Department's Bureau of Internal Revenue. Total was \$6,754,272.07.

New Standard Radio Biz

Chicago—New sales by Standard Radio of its Popular Supplement series of disks include KATE, WWAE, WLAW, KCMO, and WJBK. Standard Program Library Service has been sold to WWAE, WLAW, KATE, and WMBD. Other services of Standard Radio the past week have been sold to WMMN, KATE, KTOK, and KRKO. New Canadian subscribers are CRCN and CFRN.

1	9	3	7
SUN	MON	TUE	WED
4	5	6	7
10	11	12	13
16	17	18	19
22	23	24	25
28	29	30	

Greetings from Radio Daily

Sept. 27

Pat Barrett Hugh Rowlands
Phil Cook Edward Tomlinson
Billy A. Hoff James Andelin



VAN NEWKIRK, long program director of KMPC, leaves the Beverly Hills station to join the Don Lee chain as director of special events and program operations. Newly-created position was felt essential to co-ordination of effort on coverage of special events over the 24-station Pacific Coast network, with Newkirk acting as liaison officer between headquarters here and the Northwest group of stations recently added to the chain, Lewis Allen Weiss, general manager, announced.

Norman Field gets the male lead opposite May Robson in the Associated Cinema Studios production, "Lady of Millions," for Bauer & Black. Plays the part of Joe Reynolds, philosophic old circus owner. Field is executive secretary of the local A.F.R.A.

Kay Van Ripper's repeated "English Coronets" over KHJ-Mutual are just as interesting and entertaining as when originally presented.

Igor Gorin made his final appearance on "Hollywood Hotel" Friday. Syd Dixon, NBC assistant sales manager for the Pacific Coast, to San Francisco for a few days.

Gay Seabrook has returned from New York and joins her former air-partner, Emerson Treacy, in a new radio serial, "This Side of Twenty," which bows over KHJ-Don Lee today. New show is set at 6:15 to 6:30, Monday through Fridays.

Frank Bull started the football season by airing the Loyola-Caltech game from Gilmore Stadium on Friday night over KEHE.

Grace Fulton, for two years office manager of Radioaids Inc. and more recently with C. P. MacGregor, has been added to the front office staff at Associated Cinema.

Harrison Holliway, KFI - KECA headman, played host to local radio editors and just plain reporters at the Baltimore. Dinty Doyle, Hearst radio columnist in New York who knew Holliway when—in San Francisco—and is vacationing out here, sat in. Get Dinty to tell you Phil Baker's crack about football.

Page Gilman, son of Don Gilman, NBC vice-president followed the example of his recently-married pater and married Jean La Fontaine. Young Gilman is in the cast of "One Man's Family."

Gene Inge, former radio editor of the Herald-Express, has opened an office in the Taft building and embarked on his own as a radio producer.

Artie Auerbach has been added to the Jack Oakie show starting Tuesday on CBS.

Dixon Leaves WSPA

Spartanburg, S. C. — Station A. Dixon, WSPA news editor, has left here to join WFBC, Greenville, S. C. Staff announcer Richard Pattison was moved up to succeed Dixon.

Kenneth Dent, from Jacksonville, is a new addition to the staff.

NEW BUSINESS

WTMJ, Milwaukee

Yellow Cab, 52-week disk series, "That Was the Year," through William E. Whaley, Louisville; Dr. Caldwell Syrup of Pepsin, through Cramer - Karselt Agency; Oldsmobile Motors.

WCAP, Asbury Park

Jersey Central Power & Light Co., 22 high school football games; United Drug Co., Rexall Magic Hour, through Spot Broadcasting Inc.; Ford Dealers, through McCann-Erickson.

WNOX, Knoxville

H. J. Heinz Co., disks, through Maxon Inc.; Alka-Seltzer, disks, through Wade Adv'g Co.; Beeman's Laboratories, 15-min. daily news period, through Rose & Keene Agency; Bulova Watch Co., time signals, through Biow Agency.

KFRC, San Francisco

Vapex Co., disks, through Small & Seiffer Inc., N. Y.; Gen. Mills, "Jack Armstrong" disks, through Westco Adv'g Agency; Underwood Elliott Fisher Co., N. Y., spots; American Popcorn Co., disks, through Coolidge Adv'g Co., Des Moines; Gas Appliance Society Co. of Cal., disks, through Jean Scott Frickelton Adv'g, S. F.

WGY, Schenectady

Amer. Molasses Co., through Charles W. Hoyt, N. Y.; De Meridor & Co., through Charles A. Weeks Co., N. Y.; Durkee Mower (marshmallow fluff), through Harry M. Frost, Boston; Oldsmobile, through D. P. Brother & Co., Detroit; Oneida Ltd. (Tudor silver), through BBDO, N. Y.; P. & G. Lava Soap, "Houseboat Hannah," through Blackett-Sample-Hum-

mer; Penick & Ford (maple syrup), through J. Walter Thompson, N. Y.; Richardson & Robbins (boned chicken), through Charles W. Hoyt Co., N. Y.; State of Pennsylvania; Devoe & Reynolds (paint), through J. Stirling Getchell, N. Y.; Dryden Palmer Gravey Master, through Samuel C. Croot Co., N. Y.

WHO, Des Moines

Oyster Shell Products Corp., New Rochelle, N. J., through Husband & Thomas Inc., N. Y.; Bernard Perfumer, St. Louis, through Sel Johnson Co., St. Louis; American Tobacco Co. (Roi Tan cigars), through Lawrence C. Gumbinner, N. Y.; Continental Baking Co., N. Y., "Kitty Kelly", through Benton & Bowles; American Chemical Products, Des Moines, through L. W. Ramsey Co., Davenport, Ia.

KMOX, St. Louis

Norge Co. of Missouri, "Magic Kitchen" participations; Starck Piano Co., Joe Karnes at the piano.

WBT, Charlotte

Miles Laboratories (Alka-Seltzer), through Wade Adv'g Co., Chicago; L. Grief & Bros. (suits, blankets), Baltimore, through Cahn, Miller & Nyburg; Free State Beer, through Harry J. Patz Co., Baltimore; Calo Food Products, Oakland, Cal., through Emil Brisacher, San Francisco; American Tobacco Co. (Roi Tan cigars), through Lawrence G. Gumbinner, N. Y.; Strietmann Biscuit Co., Cincinnati, through Harry M. Miller Inc., Cincinnati; Detroit Soda Prod. Co., Wyandotte, Mich., through Aarons, Sill & Caron Inc., Detroit.

Macfadden Publications Sets '37-38 Radio Plans

(Continued from Page 1)

Hour" and "Court of Human Relations" programs.

"True Detective Mysteries" series which was aired on WLW-WGN-WOR is now heard only on WLW and will continue over the 500,000 watt.

Nine Games for Mutual

Mutual's football schedule for 1937 season will include nine games. Commentators picked to handle the broadcasts are Quin Ryan, midwestern games, Reggie Martin, Bill Slater and Bob Hall. First airing will be Oct. 2, Minnesota vs. Nebraska, followed by Notre Dame vs. Illinois, Army vs. Yale, Notre Dame vs. Navy, Michigan vs. Illinois, Northwestern vs. Illinois, Princeton vs. Yale, Notre Dame vs. Northwestern and Army vs. Navy.

"Methuselah" Sept. 30

George Bernard Shaw's "Back to Methuselah" cycle will start Sept. 30 at 8:30-9:45 p.m. over NBC-Blue,

Kellogg is Sponsoring 65 Football Contests

(Continued from Page 1)

WHBB, WJRD, WSFA, WLZ and KFAB. Announcers include: Mel Allen, Norris West, Jack Harris, Otis Devine, Arch McDonald, Ed Godwin, John Harrington, John Neblett, Tom Manning, Walter Cronkhite, Bill Terry, Warren Williams and Reggie Martin.

In addition to the play-by-play broadcasts, Kellogg will also sponsor a Saturday afternoon football jamboree which will be heard over WLW, WHN, WFIL, KQV, WIND, WAAB, WGAR, WJR. Program will run 40 minutes and will feature Bob Newhall as emcee, an octet and 18-piece orchestra. N. W. Ayer & Son is handling the account.

Eddie Butler Leaves KOIL

Omaha—After seven years as musical director and organist for KOIL, Eddie Butler has resigned and gone to Detroit to engage in the investment banking business with his uncle, J. M. Butler.



LEADS in Iodent's "Don Winslow" will be played by Bob Guilbert, Betty Lou Gerson, wife of Joe Ainlie, radio production director at Aubrey Moore & Wallace, and David Harrison, an NBC production director until he decided to act.

Joe Dumond is getting to be the champion substituter around NBC. For two Sundays he has pinch-performed for Ed McConnell on Acme White Lead program and now he is taking over Harvey Hays' periods. Harvey also laid up with chest trouble.

Sylvia Clark, NBC comedienne, on a tour of eastern theaters. Won't be back here until late October.

Taton Co. (Cosmetics) has a new transcribed series on WBBM titled "Hollywood Spotlight."

Maynard Marquardt, general manager of WCFL, in Washington for FCC hearing.

Holland Engle, program director of WCFL, in Evanston hospital having a carbuncle attended to.

Van Cronkhite Associates, which occupies large quarters on seventh floor at 360 North Michigan, now taking over portion of 11th for news room.

"Lights Out" return to NBC sustaining has been set for Wednesday night at 12:30 a.m. (actually Thursday).

John Neher, basso profundo of General Mills "Hymns of All Churches" program, has been engaged by Chicago Grand Opera for its forthcoming season.

Isabel Baring of Edgar Guest's "It Can Be Done" is back from a fortnight in New York, where she entered her daughter Carol in a boarding school.

Frank Wilson, singer on Evans Fur Store's various programs, has set himself up in the florist business.

Wander Co.'s "Little Orphan Annie," returning to NBC today, again will feature Shirley Bell, now grown up, as Annie. She was the original Annie seven years ago, then dropped out for several seasons. Al Halas, Francis Derby, Henrietta Tedro, Henry Saxe, Ralph Schoolman and Dorothy Day are others in cast. Lawrence Salerno sings the theme.

John Charles Daly Jr. at WJSV

Washington Bureau, RADIO DAILY
Washington — John Charles Daly Jr., formerly relief announcer with NBC, has joined WJSV, CBS station, succeeding Shelton Young.

NAT BRUSIOFF

MUSICAL DIRECTOR

New York's Own Station

WMCA

"AT THE TOP OF THE DIAL"

1697 BROADWAY

CI 6-2200

U. S. CHAMBER OPPOSES MANAGEMENT REGULATION

(Continued from Page 1)

sideration in radio broadcasting. No regulation should attempt to force upon the public undesired program matter. Station owners, like newspapers and magazines, must be free to select and edit their program material.

Previously the Chamber, in its special report, defined radio as "a proper subject of federal regulation" because of its rapid growth and educational potentialities. The Chamber as a unit is not expected to intercede in the prospecting Congressional probe of the FCC, a spokesman for the Chamber told RADIO DAILY.

WRBL Radio Council Aids Business and Good Will

The Greater WRBL, Radio Council, newly created by Manager James W. Woodruff, Jr., recently held its inaugural luncheon and reception at which 20 of the most prominent citizens attended on invitation. The Radio Council, which meets monthly, will cooperate in the plans of the Station Management to further develop the unity and civic pride of the citizenry of Columbus, Ga., and surrounding communities.

The luncheon and round-table discussion was broadcast, and much favorable and constructive comment was received and recorded by a stenographer for permanent record. The purpose being that when any of the suggestions are carried out the persons responsible will be notified that their idea has been put into practice.

It is believed that this is the first time any station has attempted to obtain the reactions of listeners, as represented by the civic leaders, concerning the past, present and future of their programs.

Football at KFRO

Longview, Tex.—Football features on KFRO include a 10-week series of twice-weekly Dick Dunkel Football Forecast, sponsored by Goodrich Silvertown stores in this area and proving popular, and a Saturday afternoon "College Pep Rally" featuring college songs.

ONE MINUTE INTERVIEW

DR. JAMES R. ANGELL

"My impression of radio is that there has been little success in dovetailing the educational programs with the teaching technique of the schools. The farther up we go, above the fifth and sixth grades, the more difficulty we experience. The technique of educational broadcasting must be interesting enough so that the listener will not turn off for a jazz band."

★ Coast-to-Coast ★

FRED RIPLEY, vice-president of WSYR, Syracuse, will do the play-by-play descriptions with Danny Dwyer for the Syracuse University football games being sponsored by Atlantic Refining.

Mirror Record Corp., manufacturers of all types of blank disks for recording purposes, has effected a new price schedule.

Earl Caton, who recently joined WOPI, Bristol, Va.-Tenn., succeeding Charles Grever, continuity, who entered college, will handle the new series originating from historic Martha Washington Inn at Abingdon, Va., in addition to his regular duties at the main studios. W. A. Wilson, v.p. and g.m. of WOPI, acquired Caton from WAIM.

Final football scores of games throughout the nation will be reported on WNEW each Saturday night at 8:45 p.m.

WSM, Nashville: Jack Harris, sports commentator, and Tommy Henderson, former grid star, will form a mike team for the third consecutive year in airing the Vanderbilt games. The original Vagabonds are reunited over this station after a three-year separation. They are Harold Goodman, Dean Upson and Curt Poulton.

Paul W. Healy, formerly with Scripps-Howard central office in Cincinnati, is now heading the accounting department at WNOX, Knoxville.

WCKY, Cincinnati, in cooperation with U. of Cincy, is airing a series of Friday night football interviews.

The Cotton Blossom Singers, Negro quartet from the south, made quite a hit on its initial appearance over WABY, Albany, last week, and will be heard in a series at 7:45 a.m. Sundays.

"Your Family Friend," under auspices of the People's Medical League, is a new series starting today at 6:45 p.m. on WBIL.

KGNF, North Platte, Neb.: Mr. and Mrs. W. I. LeBarron, operators of the station, returned recently from a

Sears Sponsoring Tulsa Games

Tulsa—Sears of Tulsa has gone pigskin, over KTUL, and will sponsor a play by play broadcast of this season's Tulsa University football games. The Tulsa unit of Sears being one of their outstanding stores makes this department store sponsorship one of unusual interest as a strictly institutional campaign of commercials will be used. Deal was consummated by Bill Gillespie, general manager, and Lawson Taylor, commercial manager of KTUL. Edward Gallaher doing the announcing.

Black Hills vacation . . . Michael Goodover, formerly of KXBY, Kansas City, has joined the staff as control engineer.

KYOS, Merced, Cal.: Woody Woodling has gone hunting in the Mariposa County wilds . . . Two weekly programs of news and gossip and weekly half-hour variety shows are now being aired from the Merced Union High School . . . "Can You Spare a Job" is a new program in cooperation with the State Employment Service.

WNBC, New Britain, Conn.: Hal Goodwin, program director and chief announcer, is back on the air as "The Texas Cowboy" five times weekly . . . Hank Keene's radio veterans are making a two-week stand here, with Hank also readying for the fiddler's contest and radio jamboree Oct. 3 in the High School auditorium . . . Doris Peck continues in the ivory-tickling role for the Children's Program, now sponsored by Paul's Beauty Shop after being sold to a bakery for two years.

KVOD, Denver: Freddie and Frieda, comedy team, return to the air over KVOD this week . . . Harry Hill, news editor, is proud of the fact that all six newscasts have been grabbed up by sponsors . . . Mark Schreider's weekly "Pigskin Parade" is getting a big audience.

WBT, Charlotte: Holly Smith returns Oct. 11 with his original "Sing, It's Good for You" series, sponsored by Detroit Soda Products . . . William Winter, news analyzer, being sponsored by L. Grief & Bro. and Chatham Mfg. Co. . . . Pete Martin, xylophonist, will be featured with a band at the local food show first half of this week . . . Jane Bartlett, vocalist-violinist, blessed-evening.

The entire 1937 United States Ryder Cup Golf Team, the first such contingent ever to triumph on foreign soil, was introduced and heard over the air Friday night at 7:30 as part of the regular Kellogg Sports Commentary over WNAC, Boston, and other New England stations. Bill Cunningham is emcee of the Kellogg program.

CBS Artist Bureau Deals

Columbia Artists Inc. has closed the following deals: Victor Bay, CBS musical director, signed to an exclusive general manager contract to Oct. 2, 1939; Nila Mack signed to management contract until April 29, 1938; John Reed King and Mel Allen set to broadcast the Fordham University football games for Kellogg Co. over WINS; Dan Seymour set as announcer on the Tony Wons series for Vick and the Camel Caravan with Benny Goodman; Gogo DeLys re-signed to a management contract.

AFM COMMITTEE HOLDS PRELIMINARY CONFABS

(Continued from Page 1)

tween the AFM and network key outlets in such cities as New York, Chicago and Los Angeles and other important spots where network programs may originate.

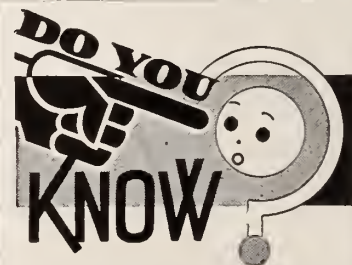
Pres. Weber of the AFM said that the agreement with the networks would have to conform and dovetail with the "trade agreement" being worked out with the Independent Radio Network Affiliates. Otherwise there could be no understanding. Understood that the key stations, also owned, operated and managed outlets have about a year and half to run on old pacts, but that the new setup would supersede the current contracts.

Representing the AFM were Pres. Jos. N. Weber, James Petrillo and Fred Birnbach, Mark Woods, treasurer, represented NBC and Lawrence Lowman, vice-president in charge of operations, attended for CBS.

Edward F. McGrady, who has joined RCA as labor relations counselor to RCA and its affiliates, has not yet gone into NBC affairs, but it is understood that should his advice be needed or a situation become acute, he will be consulted, and, if necessary, subsequently sit in on conferences. All of which would depend upon the views of Mark Woods.

"Cavalcade" Repeat Show Will Be Heard Same Night

The repeat program of Du Pont's "Cavalcade of America," which has been renewed for 52 weeks on 45 CBS stations effective Oct. 6, will be heard the same night as the original broadcast hereafter. Initial program is heard Wednesdays, 8-8:30 p.m., and new repeat spot is 12 midnight. In the past repeat has been heard on Thursday nights. Stations involved in shift are KNX, KSFO, KOIN, KOL, KVI, KFPY, KLZ and KSL. Batten, Barton, Durstine & Osborn has the account.



British Somaliland and Seychelles, a minute British Island of Zanzibar, with but two receiving units each, have the smallest number of radio sets among the world's political subdivisions shown in a tabulation of the Bureau of Foreign and Domestic Commerce.



RADIO DAILY

Serving the Better Interests of Commercial Radio and Television



VOL. 2, NO. 62

NEW YORK, N. Y., TUESDAY, SEPTEMBER 28, 1937

FIVE CENTS

Network-AFM Deadlock

Looking OnAND LISTENING IN

PROGRAMS As a means of getting more diversity and originality into the comedy, orchestra, variety and other programs on the networks, it would be worth the trouble to have more originations fed from a wider distribution of points.

Shows of the same type originating from the same key center invariably follow a similar pattern.

What's more, in New York, Chicago and the coast, program ideas, no matter how unique they may be in conception, seem to go through a meat grinder that reduces them all to the same kind of hamburger.

This is forcibly brought out every once in a while by contrast with a show that happens to be picked up from Pittsburgh, Buffalo, Boston, Philadelphia, St. Louis, Cincinnati or any spot that ordinarily is seldom heard on a coast-to-coast web.

These programs usually have enough freshness and individuality to more than offset any lack of big-time production values.

There are many comedy shows airing locally that would be a treat to the whole country, and the same applies to a lot of local orchestras, commentators and other artists.

Instead of taking these outstanding programs, bringing them to a key center, and revamping them to fit the standard pattern—which means blotting out nearly all the little characteristics that made them original and popular—the thing to do is to pick them up in their native dress and feed them to listeners at large in the same shape and form that makes them popular among the home folks.

The hinterland stations have no end of colorful programs that would be a hit with the nation-wide audience if given a chance.

—D. C. G.

RADIO ARTISTS' UNION FORMS CHICAGO CHAPTER

Chicago—American Federation of Radio Artists formed a Chicago local Sunday night, with following officers: Carleton Brickert, president; Anne Seymour, vice-president; Philip Lord, treasurer, and Raymond Jones, executive secretary.

Others on executive committee, besides officers, are Hugh Studebaker, Henry Saxe, Bernard Burke, (Continued on Page 2)

Tidewater Coast Division Is Sponsoring 90 Games

Seattle—More than 90 major football games will be sponsored over 22 coast stations by Tidewater Associated Oil Co. dealers. Sam Hayes will be emcee. KOL here is among stations included in the network.

WLW Line Establishes Basic Outlet Group

The WHN-WLW Line yesterday added a new station, WBAL in Baltimore, and for the first time established a basic group of outlets for the new chain. WBAL begins transmitting and picking up network programs immediately. Basic group is now composed of WLW, WHN, (Continued on Page 8)

Oboler for Lever Show

Chicago — Lever Bros., through Ruthrauff & Ryan, have engaged Arch Oboler, author of "Lights Out" and Irene Rich's Welch scripts, to write new series which will emanate over CBS from Hollywood immediately preceding their Al Jolson show. Show may be Barbara Stanwyck and Robert Taylor, or possibly Myrna Loy and Bill Powell in "Thin Man" series.

Key Stations Seeking to Avoid Being "in the Middle" — Seen as Jockeying for Position With IRNA

Triple Commentators

A triple battery of commentators including H. V. Kaltenborn, Bob Trout and Pierre Bedard start a new CBS series, "News and Reviews," Sunday at 10:30-11 p.m.

WM. BAKER JR. TO HEAD B. & B. COAST OFFICE

William R. Baker Jr., vice-president and partner of Benton & Bowles, will move to the west coast early next month to head the agency's Hollywood office. Baker has been (Continued on page 5)

Lea & Perrins Campaign Being Extended This Year

Chicago—Lea & Perrins sauce, following a test last season for 26 weeks on 14 stations which doubled its business, this year is spotting announcements for 39 weeks in 35 markets from coast to coast through Schwimmer & Scott.

Lawyers Consider Radio

Kansas City—Coincident with the American Bar Ass'n convention which opened here yesterday, report is current that the nation's lawyers are considering taking to radio with regular programs as a means of gaining greater public good will and to offset dramas in which attorneys are presented in an unfavorable light.

Presenting a solid front, officials of both NBC and CBS networks conferred with the sub-committee of the AFM yesterday forenoon and broke up in an out-and-out deadlock, with no date set for further meetings. The move by group of network vice-presidents, determined not to be caught in the middle of the musicians' union demands on one hand and those of the network affiliates on the other, proved extremely surprising to the AFM committee which appeared somewhat dismayed at the network attitude. Hope was held out, however, that a conciliatory move might be made by a part of the net- (Continued on Page 8)

"LUCKY" SHOW IS FIRST IN WARNER-L. & T. DEAL

West Coast Bureau, RADIO DAILY
Los Angeles—First show slated in the Warner Bros.-Lord & Thomas tieup is a Lucky Strike program with Dick Powell as emcee, tentatively titled "Your Hollywood Parade," it (Continued on Page 5)

Riverbank Canning Co. Starting ET Campaign

Riverhead Canning Co. (Madonna tomato paste), Riverbank, Ga., through Klinger Advertising Corp. of New York, begins an extensive campaign Oct. 10, using 15-minute transcriptions. Stations already signed include WDRG, WIP, WSYR, WGBI, WIBX, KQV, WKBK, WCBM, WOKO, WGR, WPRO, WMEX and WNBF.

Columbia Artists Expanding Talent Management Activities

Coast Coffee Concern Plans Regional Series

Portland, Ore. — Closset & Devers, through MacWilkins & Cole, Inc., local agency, plan a regional radio campaign for Golden West Coffee.

Continuing its expansion policy, Columbia Artists Inc. yesterday revealed plans to place under contract immediately talent specially qualified to write, direct and produce entertainment programs of every type, including radio. New move marks (Continued on Page 8)

Milestone

Airing of big movie premieres has long been in vogue, but the premiere of a new radio show, Kate Smith's CBS series for General Foods, gets similar recognition Thursday. WNEW, independent station, has arranged to broadcast from the lobby of the CBS Playhouse, 7:45-8 p.m., with Martin Block at the mike. Taplinger made the deal.

110-Store Co-op

Kansas City, Kan.—Kansas Service Grocers, embracing 110 privately owned stores will cooperate in a program over KCKN, sponsoring the first all-inclusive amateur contest in this trade territory to be aired direct from the KSG Warehouse. Quarter-hour programs and announcements are being used to promote the contest.



Vol. 2, No. 62 Tues., Sept. 28, 1937 Price 5 Cts.

JOHN W. ALICOATE : : : Publisher

DON CARLE GILLETTE : : : Editor

MARVIN KIRSCH : : : Business Manager

Published daily except Saturdays, Sundays and Holidays at 1501 Broadway, New York, N. Y., by Radio Daily Corp. J. W. Alicoate, President and Publisher; Donald M. Mersereau, Treasurer and General Manager; Chester B. Bahn, Vice-President; Charles A. Alicoate, Secretary; M. H. Shapiro, Associate Editor. Terms (Post free) United States outside of Greater New York, one year, \$5; foreign, year, \$10. Subscriber should remit with order. Address all communications to RADIO DAILY, 1501 Broadway, New York, N. Y. Phone Wisconsin 7-6336, 7-6337, 7-6338. Cable address: Filmday, New York. Hollywood, Calif.—Ralph Wilk, 6425 Hollywood Blvd. Phone Granite 6607.

Entered as second class matter April 5, 1937, at the postoffice at New York, N. Y., under the act of March 3, 1879.

FINANCIAL

(Monday, Sept. 27)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Am. Tel. & Tel.	162 1/4	158	162	+ 5 1/4
CBS A	25	24 3/4	24 3/4	+ 1/4
CBS B	25	25	25	+ 1
Crosley Radio	13 1/2	13 1/4	13 1/2
Gen. Electric	43 7/8	41 1/8	43 7/8	+ 2 1/4
North American	21	19 3/4	20 7/8	+ 1 3/8
RCA Common	9 3/8	8 5/8	9 1/4	+ 1/2
RCA First Pfd.	65 1/4	63 3/4	65
Stewart Warner	13 1/2	12 1/2	13 1/2	+ 1 1/4
Zenith Radio	34 1/2	31	34 3/8	+ 3 3/8

NEW YORK CURB EXCHANGE

Hazeltine Corp.	15	14 3/4	14 7/8	+ 1/4
Majestic	2 1/4	2 1/4	2 1/4
Nat. Union Radio	1 1/4	1 1/8	1 1/8	- 1/8

OVER THE COUNTER

Stromberg Carlson	Bid 10	Asked 11 1/2
-------------------	--------	--------------

Pepsodent Audition Headache

Chicago—It's almost an audition a day at Lord & Thomas for a successor to Pepsodent's Amos 'n' Andy who go to Campbell's at end of the year. A recent audition was a radio adaptation of "Mr. Deeds Goes to Town." Gary Cooper was not used, but he is said to be ready for delivery.



Radio Newsfeatures

Available to only one radio station in each city

Details on Request

Represented exclusively by

Stephen Slesinger, Inc.
250 Park Avenue New York

NETWORK SONG FAVORITES

Following is an accurate list of performances for the week ending Sept. 25, covering songs played from 5 p.m. to 1 a.m. on CBS and two NBC networks. Only compositions played 15 times or more are included. This listing is a regular Tuesday feature in RADIO DAILY.

Selection	Publisher	Times Played
Roses in December (Irving Berlin, Inc.)		38
Have You Got Any Castles, Baby? (Harms, Inc.)		33
That Old Feeling (Leo Feist, Inc.)		33
Whispers in the Dark (Famous Music Corp.)		28
Moon Got in My Eyes (Select Music Co.)		24
So Many Memories (Shapiro-Bernstein & Co.)		24
My Cabin of Dreams (Irving Berlin, Inc.)		22
You Can't Stop Me from Dreaming (Remick Music Corp.)		22
Blossoms on Broadway (Famous Music Corp.)		21
First Time I Saw You (Santly Bros.-Joy, Inc.)		21
One Rose (Shapiro Bros., Inc.)		21
Remember Me (Witmark and Son)		20
Yours and Mine (Robbins Music Corp.)		20
Can I Forget You (Chappell & Co.)		19
So Rare (Robbins Music Corp.)		18
Old King Cole (Harms, Inc.)		17
Vieni Vieni (Witmark and Son)		17
Stop, You're Breaking My Heart (Famous Music Corp.)		16
Moon at Sea (Mills Music, Inc.)		15

Personnel Changes Made In NBC Coast Division

West Coast Bureau, RADIO DAILY

Los Angeles—NBC personnel changes here and in San Francisco, being effected Oct. 1 by Don E. Gilman, v.p. in charge of western division, include: David Elton being transferred to the production department here, with Fred Hegelund replacing him as producer in S. F.; Glen Dolberg, formerly KFI-KECA program manager, appointed to the S. F. production dept. to succeed Charles Flesher, who resigned to enter agency production work here; Lee Strahorn shifted to the S. F. production dept. from the press dept.; Milton M. Samuel appointed manager of S. F. press department, with activities here continuing under supervision of Harold Bock; Robert McAndrews assigned Samuel's old post of Red network press representative; Jerry McGee moved from production dept. to succeed McAndrews as assistant to night program manager; Marie Elbs shifted from press dept. to continuity acceptance dept.; Nell Cleary from continuity to press dept.

Motta Joins Agency

Charles Motta, character actor known as Charles De La Motte, has joined Reiss Advertising Inc. as executive in charge of radio advertising. He also will head a newly formed foreign advertising department. Reiss is at present interviewing talent.

A WEE BUNCH OF SHAMROCKS

A Modern Irish Ballad

ROY MUSIC CO.
1619 BROADWAY, NEW YORK, N.Y.

Radio Artists' Union Forms Chicago Chapter

(Continued from Page 1)

Forrest Lewis, Virginia Payne, Frank Dane, Bess Flynn, Judith Lowry, Mark Love, Edward Davies, Harry Walsh, Sam Thompson, Pat Peterson, Philip Culkin, Richard Wells, Major Holmes and Myles Reed.

The group represents a cross section of the best talent hereabouts.

Bolton Joins Gen. Mills

Joe Bolton, sports announcer, leaves WHN Oct. 2 at the termination of his contract to join General Mills on a yearly basis. Bolton will spend winter assisting in the arrangements for the 1938 Wheaties baseball campaign and will do games in New York for sponsor next year.

Burns and Allen Add Stations

General Foods has signed for WOOD, WFBC and WWNC to join the Burns and Allen NBC-Red network on Oct. 4. Program is heard 8-8:30 p.m. with repeat at 10:30 p.m. Network now totals 73 stations. Young & Rubicam is the agency.

Wally Frank Test Program

Wally Frank Ltd. (pipes, tobacco), which has increased newspaper and magazine appropriation, also plans a radio test program. Bachheimer, Dundes & Frank Inc. is the agency.

RADIO EVENTS, INC.

AN INDEPENDENT PRODUCING GROUP SERVING ADVERTISING AGENCIES

535 Fifth Avenue, New York, N.Y.

From script to production—that extra something that's good radio

COMING and GOING

WILLIAM S. PALEY, CBS president, arrives in New York on Thursday aboard the Normandie.

ARTHUR HAYES, eastern sales head of Radio Sales, Inc., left town yesterday to visit KMOX and WCCO. He is expected back about Oct. 8.

L. S. FROST, assistant to Don Gilman, NBC Coast chief, New York-bound for conferences on Pacific Coast operations, after which he returns to Hollywood.

CHARLES L. HOTCHKISS of the NBC staff in Chicago is vacationing on the Coast.

RUSSELL C. COMER, president of Comer Advertising Agency, Kansas City, to New York on business.

E. J. SAMUELS, sales manager of WMAS, Springfield, Mass., on a New York business trip.

W. E. HENDERSON of WAIM, Anderson, S. C., in New York visiting J. J. Devine, station reps.

MAURICE COLEMAN, manager of WATL, Atlanta, is expected in New York this week.

J. E. REYNOLDS, manager of WRDW, Augusta, Ga., left for Savannah over the week-end after conferring in New York with J. J. Devine & Associates. He returns to Augusta on Friday.

ACHESON LUCEY, radio reporter for the Shanghai Evening Post, left China on Sunday for New York following an NBC broadcast on the Far East situation.

ARCH OBOLER, radio scripter, is on his way to the Coast.

NEILL JAMES, explorer, writer and lecturer, leaves her WELI, New Haven, broadcasts for Lapland to gather material for a new book.

RUBEY COWAN is in town from the Coast and will remain a week before returning to Hollywood.

FRANK ORSATTI is in New York from Hollywood.

JACK BUCHANAN is aboard the Normandie en route to New York.

COLE PORTER is back from Europe.

ROCKY CLARK, radio editor of the Bridgeport Post, in New York for a few days, returns home tomorrow.

MACK MILLAR is slated to leave for Hollywood tomorrow.

ABE LYMAN is scheduled to return from his brief vacation to California on Oct. 7.

CORK O'KEEFE flew to Youngstown last night to visit Jimmy Dorsey.

TOMMY DORSEY returns to New York tomorrow from a Boston engagement.

ROY WILSON, head of Wilson, Powell & Hayward, left for the Coast on business and will be gone indefinitely.

TONIGHT AT 9

WFAS formally dedicates its new 190 ft. Antenna Tower (and Trebled Coverage!) to Westchester Radiodom. . . . And new thousands will hear

Socony-Vacuum
Chevrolet Motors
Mayflower Stations
American Lumberman's
Mutual Insurance
Royal Dutch Products Corp.
Emerson Radio

And two-score other National and Local users of the WFAS friendly path to this Half Billion Dollar Hearthsides.

Ask for our free Market Brochure.

W-F-A-S

WHITE PLAINS, N. Y.
"1210 On Your Dial"



W · G · A · R G O E S C O L U M B I A

Clothes make the man, they say. And likewise, programs certainly make the radio station!

Ever since our first venture into the ether, we've been as fussy about our programs as a prep school lad getting into his first tux.

And now, we are prouder than ever as we further improve our array by having the swell programs of the Columbia Network to put before our listeners.

Just in case you haven't heard, we strut our stuff through the state's richest market, the Northern Ohio counties in which live more than two million folks (better than $\frac{1}{3}$ Ohio's population). We reach the homes

that spend one of every three of the state's retail dollars. We are rated tops in number of accounts and total dollar volume in this fertile sales area.

And we haven't gone high hat in our new togs. The old rate card is still in effect.

W · G · A · R

CLEVELAND'S FRIENDLY STATION

Member Columbia Basic Network

John F. Patt, Vice-President and General Manager
Edward Petry & Co., Inc., National Representatives



C. MERWIN DOBYNS, president and g.m. of KGER, is back at his desk after a vacation spent motoring in the midwest. His brother, John A. Dobyns, is taking a late respite from his duties as commercial manager with a fishing trip to Canada.

KGER offers an interesting civic feature daily at 1:15 p.m. entitled "Officials on Parade," conducted by A. Belden Gilbert. Program presents prominent judges and county officials in interviews before a microphone in the Los Angeles Hall of Records.

"News for Women Only" is a new daily feature over KGER at 10:15 a.m. The only man permitted to see the copy before it goes on the air is Announcer Gordon Mills.

Don Austin, formerly with KOMO, Seattle, and KGW, Portland, in producing-announcing berths, has been appointed production manager of KMPC, succeeding Van Newkirk, who resigned this week to join the Don Lee net. Austin was vacationing here at the opportune moment. Leo Tyson, general manager of KMPC, also announces the addition of Phil Fuhrman to his sales staff.

George Fischer will continue to bat for Winchell until Walter's acting chore is completed and he returns to the air in November. Deal was closed by Mann Holiner, local representative of Lennen & Mitchell. Fischer drops his Mutual chattering while subbing for Winchell.

Gertrude Niesen flies to San Francisco tomorrow to contribute her part of the Olsen and Johnson broadcast from the Bay City.

Walter Baker, NBC auditor, leaves for couple of weeks rest in Oregon woods, with Frank Dellett, chief auditor in San Francisco, coming here to sub for Baker.

Dinty Doyle, New York radio columnist, will do a guest appearance with George Jay this week on the KEHE "Listen, Ladies." Dinty may do an imitation of his contemporary, Nick Kenny.

Virginia Marvin, soprano, heard on a 15-minute concert period over KFVB Monday night.

Carlisle Stevens, CBS announcer-producer in the East, has transferred here and joins the announcing staff at KNX.



Greetings from Radio Daily

Sept. 27

William S. Paley Boake Carter
Marlyn Stuart Frank Banta



● ● ● D'Artega was signed yesterday afternoon to conduct the musical end of NEXT summer's Jell-O show....He rushes to the coast pronto to audition a new program with Ruth Etting and Lionel Stander, which, if accepted, will begin Nov. 1....Sharkey's Bananas, the hot band discovered by Ted Husing, have gone westward to appear in the Fred Astaire flicker....Negotiations are on again for Dick Powell to head a "Lucky Strike" show from the coast....Ben Larson's taking over the work on the Al Jolson show was to permit Tiny Ruffner time to shape up some new agency shows....Jerry Cooper has been signed to appear in the "Hollywood Hotel" flicker...."Music From Hollywood," Chesterfield show, has been renewed again—this time for 52 weeks with options....Dick Himber goes into the Essex House Oct. 15....Kay Kyser is building an hour sustainer which will be aired via WGN through MBS....WNEW's Dance Parade, now airing 100 remote pick-ups a week from nite spots, has Martin Block in charge since Bobby Feldman resigned....Bert Lebar had three stitches put into his neck due to an infection....Al Mitchell, WOR's "answer man" addresses the American Public Health Ass'n Oct. 4 at the Penn on "How To Build a Radio Audience".

● ● ● Actors and actresses employed by B. Charles-Dean, head of British American Productions, will find that they won't be permitted to accept other work for three days prior to their appearance on the show and that they will be forced to memorize their lines because scripts won't be used during the performance which will be lighted to change the mood of the action....This is a radical change from precedent and should bear watching....Capt. Eyston's attempt to smash the world's auto speed record Sat. will be aired via CBS....Speed dashes will be made at dawn over the great salt flats near Salt Lake City, with KSL covering the event by short wave radio....Orville Fields, program director at WPAY, Portsmouth, O., has more nick-names than he'd care for. In the list are "Judge," "Orv," "Fieldsy" and "Sky"—the latter having more endorses than any of the others....Why "Sky"?

● ● ● Nat Brusiloff was signed yesterday to conduct the music for the Barbasol show beginning Oct. 29 via MBS (not NBC—because time wasn't open) and featuring Mary Jane Walsh....CBS's attempt to combat that dummy, Charlie McCarthy, will be to feature a show called "David Ross' Birthday Party" to debut Sunday with Freddie Rich's music—and the suave, dignified Ross, doing a Russian ventriloquist—with dummy and guestars....Abe Lyman, don't be surprised, will show up on the Jack Benny show Sunday....Buddy Clark returns to sustainings for CBS....Norman E. Campbell, g.m. for ROC, is the pappy of a boy, as is Len Stokes of the Songsmiths quartet....Benn Hall, ass't radio editor of Billboard, followed the example set by his boss last week, and married Helen Morgan, a free-ance writer Sat....Victor Schertzinger has been signed by James Saphier for air work.

● ● ● Tom Dailey, WDO, Chattanooga, sportscaster, has just finished a costly course of instruction in the art of playing golf. A caddy on one of the local greens who is 5 feet tall and weighs 80 lbs., is hot with a set of irons, but Dailey, a newcomer from KWK, St. Louis, did not know about it and let himself become involved into a match at \$1 a hole....Station people waged on the kid and Tom covered all bets—the caddy won five up—and now Tom's paying off on the installment plan....But here's the pay-off on news at WDO: G. A. MacPherson was assigned to do the "coloring" on the weekly wrestling bouts from the ringside. An irate fan heaved an empty bottle at the ring—but it hit Mac on the bean. He wasn't hurt much—the bottle bounced off so far that it couldn't be found.



WILLIAM BENTON, former head of Benton & Bowles, is expected to take active part in directing University of Chicago's portion of the University Broadcasting Council when he joins U. of Chi. as v.p. Oct. 1. The council coordinates work of three universities here. Joseph Ainley of Aubrey Moore & Wallace agency has been named production manager succeeding James Whipple, who resigned to get back in commercial broadcasting. Parker Wheatley is asst. director. Allan Miller continues as director. Harry Grayson, handling promotion and writing scripts, has resigned to free lance, with Marion Saunders replacing him. Henry Barbour was added to writing staff.

Frank Dahm, author of "Pretty Kitty Kelly," moved his family to Manhattan over weekend.

Robert B. White, formerly production man with WOR, New York, has joined NBC here in similar capacity.

Parker O. Willson, former Chicago free lance actor, has gone to Fort Worth as emcee for Light Crust Doughboys through J. Walter Thompson.

WJJD and Al Hollender, station publicist, got a big break in Life with pix showing how lessons by radio are broadcast here for schoolchildren.

Pat Flanagan off to St. Louis and later to Cincinnati to broadcast ball games.

Marge Kerr of Tom Fizdale office laid up with an attack of appendicitis. Operation under consideration.

No honeymoon for Truman Bradley. Mornings he plans his broadcasts for American family which come off at 1:45 on WBBM; afternoons he is president of the Madame Huntingford Inc. (cosmetics) and Sundays he goes to Detroit to rehearse all day and announce Ford show in the evening.

Clark Dennis taking over for Jackie Heller on NBC Jamboree shots while latter is in hospital.

Janet Logan of Romance of Helen Trent and Jay Simms, announcer for Gold Medal feature Time, will wed Oct. 29 with the Rev. J. Oren (Buck) Weaver, WBBM news editor, reading the service.

Gardner (Mike) Cowles of Des Moines here for Look auditions.

FIFTEEN CENTS A DAY will pay you \$50 OR \$100 WEEKLY FOR LIFE in event of total disability due to any injury or accident and all medical expenses up to \$1,000.

Jules Hanberg
—INSURANCE—
John 4-2800 BEekman 3-0375
80 JOHN ST., NEW YORK

AGENCIES

MYRON KIRK and **Tiny Ruffner** have arrived in New York by plane from the coast for conferences on forthcoming **Ruthrauff & Ryan** shows. Before leaving Hollywood both denied that a definite deal has been closed with **Edward G. Robinson** for the proposed dramatic half-hour to dovetail with the **Jolson** airing, and were equally reticent regarding the rumored signing of **Rosalind Russell** for the spot opposite **William Powell** originally penciled in for **Myrna Loy**, who may or may not be able to secure the necessary **M-G-M** okay—all if, as and when this one jells. The third one on the fire, the **Mickey Mouse** symphony, is slowly simmering but does not have to be ready for consumption before Jan. 1. In any event, **R. & R.** will have three new shows originating in Hollywood shortly.

MURRAY BOLEN, long with **KHJ**, Los Angeles, has left the **Don Lee** organization to join the **Young & Rubicam** office in that city in a technical-production capacity. Another addition to the **Y. & R.** staff in L. A. is **Charles Flesher** from the **NBC** production department in San Francisco.

JACK SMALLEY, Los Angeles representative for **Batten, Barton, Durstine & Osborn**, who has been in Minneapolis on agency business for several days, flew to New York over the week end for home office conferences and planes back to his coast desk tomorrow.

HAL HUDSON is back at **Neisser-Meyerhoff** agency, Chicago, following a period of service on west coast for agency where he wrote **Wrigley's "Scattergood"** series.

JAMES R. LUNKE agency, Chicago, is moving headquarters from Seattle to Chicago.

ROBERT H. BLEES advertising agency have moved to larger quarters in the new **Lang Building**, Main Street, Hanover, N. H.

YOUNG & RUBICAM yesterday signed a new lease for its present quarters for an additional two years, and at the same time leased additional space to allow for expansion plans soon to get under way.

WNBX Staff Additions

Springfield, Vt. — **James Grogan**, formerly a baritone at **WEEI**, Boston, has joined **WNBX** here as announcer. Another staff addition is **Lansing Lindquist**, formerly assistant program director for **Iowa Network**, Des Moines. **WNBX** goes to a 17-hour schedule with **CBS** affiliation. **Phil Hoffman** is manager.



IN A
CLASS
BY ITSELF

INTERSTATE BROADCASTING CO.
730 Fifth Ave., New York

ORCHESTRAS - MUSIC

DICK JURGEN'S orchestra, now playing an engagement at **Hotel Peabody**, Memphis, is broadcasting a 30-minute program over **CBS** on Monday nights, originating through facilities of **WREC**. **Stan Noonan** and **Eddie Howe** are featured as vocalists on the program, which is carried to 75 Columbia stations.

Paul Tremaine and ork have opened at the Stork Club, Providence.

Anthony Trini and his band are at the **Roseland Ballroom**, Brooklyn, for a run.

Pat Rossi's ork is airing for May's 34th St. store (not Macy), over WOV, for the sixth year.

Fred Waring and gang will play **State Theater**, Minneapolis, week of Oct. 8, followed by **Palace**, Chicago; **Michigan**, Detroit; **Palace**, Cleveland; **RKO**, Columbus; **Stanley**, Pittsburgh, and **Loew's**, Washington.

Blanche Calloway has been signed through ROC to remain at the Southland, Boston, for a long run. Band is airing on Yankee net and negotiating for WOR wire. ROC also has signed Juan Arvizu, Mexican tenor airing on the El Mundo station, Buenos Aires, and plans to bring him

to the U. S. Same office is handling Harold Mickey, who is airing on commercials in Buenos Aires, for U. S. engagements.

Bernie Cummins recorded four tunes for **Decca** which will be released Oct. 1. This is the first time **Cummins** has made any phonograph disks in three years. The tunes he recorded are "Lady Is A Tramp," vocal by **Connie Barleau**; "Mama, I Wanna Make Rhythm," vocal by **Bernie Cummins**; "Have You Ever Been in Heaven," vocal by **Walter Cummins**, and "Goodbye, Jonah," vocal by **Bernie Cummins**.

Vincent Lopez, having successfully introduced "Suave Swing" to visitors of Billy Rose's Aquacade at the Cleveland Great Lakes Exposition, is taking his band on several one-nighters with the closing of the exposition yesterday. On Oct. 9 the Lopez crew follow Fred Waring into the Drake Hotel, Chicago, and will have a Mutual wire. They will be there for three weeks and then settle into their permanent Fall and Winter spot in New York.

Albany Concert Orchestra, a **WPA** Federal Music Project unit heard over **WABY**, recently acquired a new conductor in **Ole Windingstadt**.

Wm. Baker Jr. to Head B. & B. Coast Office

(Continued from Page 1)

serving as account executive on the **General Foods-Maxwell House** coffee account. In the new post he will supervise the new **M-G-M** show which **Maxwell House** puts on the air Nov. 4.

Other agency assignments puts **Burns Lee** in charge of radio publicity on the coast; **Donald Cope** in charge of radio production; **Chester MacCracken** handling talent contracts. **Herschel V. Williams** will do production work on the agency's shows originating in New York.

"Lucky" Show Is First In Warner-L. & T. Deal

(Continued from Page 1)

was revealed following the arrival of **Thomas D. McAvity** of L. & T. from New York. **Don Becker** of **Trans-American** and **Peter Dickson**, script writer, accompanied **McAvity**. The trio prepared first continuities, permitting audition for sponsor within three weeks.

Under the **Warner** deal, recently consummated in New York with **Jack L. Warner**, **Lord & Thomas** will have first call on **Warner** film names.

Kellogg Games on WTAM

Cleveland-Kellogg Co. is sponsoring over **WTAM** all home games of **Ohio State football**, with **Tom Manning** at the mike.

Waxing of Robson Series Launched with Ceremony

West Coast Bureau, RADIO DAILY

Los Angeles—Initial waxing of a transcription series was done in the Hollywood manner Friday night at the **CBS Radio Playhouse** when **May Robson** recorded the first five episodes of the **Associated Cinema Studios'** production, "Lady of Millions," for **Bauer & Black**. **Frank Purkett**, **Associated** general manager, and **Thomas L. McPherrin**, manager of the **Velure** division of **Bauer & Black**, were responsible for the pomp and circumstance of the "premiere," with **Dr. R. L. Power** handling the exploitation.

Norman Phillips plays the lead opposite **Miss Robson**, and **Rita Roberts** is prominently cast. Script by **Hector Chevigny**, formerly **CBS** script chief here, was tailored to measure for **Miss Robson**.

HOLLYWOOD NITE-LETTER

A 5-minute Script Program air-mailed direct from Hollywood every day. Original, authentic, up-to-the-second! All the dramatic happenings in the picture world flashed to you while they're hot news! A sure-fire feature that is attracting huge air audiences wherever released. The low price will surprise you. WIRE for sample scripts and list of available spots.

EARNshaw RADIO PRODUCTIONS

6125 Hollywood Blvd., Hollywood, Cal.
Now in our tenth year of building successful programs

GUEST-ING

GENE RAYMOND with **Jeanette MacDonald**, on **Vick** program, Oct. 3 (**CBS**, 7 p.m.).

BILL ROBINSON and **CASPER REARDON**, on **Ben Bernie** program, Oct. 5 (**NBC-Blue**, 9 p.m.).

FRED ASTAIRE, on **Burns** and **Allen** program, Oct. 4 (**NBC-Red**, 8 p.m.).

HELEN HAYES, on "We, the People," Oct. 7 (**CBS**, 7:30 p.m.).

DOROTHEA LAWRENCE, Met. opera star, on **Glenna Strickland** "Kitchen Kapers," Oct. 2 (**WNEW**, 11 a.m.).

RUTH GORDON, **PAUL LUKAS**, **DENNIS KING** and **SAM JAFFE** in "A Doll's House", on **Kate Smith** program Oct. 7 (**CBS**, 8 p.m.).

WALTER HUSTON and **NAN SUNDERLAND** in "Copperhead", on **Lux Theater**, Oct. 4. Following week **JOHN BOLES** and **ANN SHIRLEY** with **BARBARA STANWYCK** in "Stella Dallas" (**CBS**, 9 p.m.).

Coast Food Firm on NBC

Sussman Wormser, San Francisco, (S. & W. food) on Oct. 17 will start an evening script show, "I Want a Divorce", on nine **NBC-Red** network stations, Sundays, 8:15-8:30 p.m., and Wednesdays, 7:45-8 p.m. (PST). Time contract is signed for 52 weeks. **Emil Brisacher & Staff**, San Francisco, placed the account.

THE BEST ELECTRICAL TRANSCRIPTION IS THE CHEAPEST!

A show is no better than its recording! Here are the "quality" methods we use:

Standard wax recordings on 1/2 ton machines (double safety wax reserve). Factory processed, surface-noiseless pressings, for rebroadcast purposes matching maximum range of "High Fidelity" radio stations, best pick ups and speakers on market.

All assignments guaranteed from recording to delivery to station with all necessary A F of M, MPPA, FCC releases.

★

Remote Control—permanent lines.

Studio — Latest double ceiling — Acoustically adjustable — Numerous dynamic microphone channels. Studio, Control and Recording Engineers (3) to each job.

★

JEAN V. GROMBACH, INC.
113 West 57th St. New York

Established 1930

Phone Circle 7-6980

☆ Program Reviews and Comments ☆

"VICK'S OPEN HOUSE"

with Jeanette MacDonald

Vick Chemical Co.

WABC-CBS, Sundays, 7-7:30 p.m.
Morse International

JEANETTE MACDONALD SCORES VO- CALLY IN NEW MUSICAL PROGRAM.

Jeanette MacDonald, one of the few talented screen stars to consistently shy away from the mike, began a long delayed series Sunday night and displayed one of the best bits of singing heard in a long while. Her opening shot on the new series was devoted more or less to songs from motion pictures in which she has appeared, the high spot of the half-hour being her rendition of the "Street Song" from Naughty Marietta.

Miss MacDonald proved in her first appearance that she should very ably fill the spot in which she was preceded in former seasons by Grace Moore and Nelson Eddy. The only off note in the program was her talking between songs. It wasn't essential.

Josef Pasternack's orchestra, and a chorus ably assisted Miss MacDonald.

TED WEEMS

Varady of Vienna

WOR-MBS, Sundays, 1:30-2 p.m.
Baggaley, Horton & Hoyt Inc.

SWELL MUSIC BROKEN INTO BY COM- MERCIAL TALK AT EVERY NUMBER PLUS FEMME ENDORSEMENT.

Originally a transcribed show, Varady of Vienna face powder now presents Ted Weems' music "in person," with Varady telling about the product, while a woman's voice adds her comment. Weems can always be depended upon to deliver a swell show, and this one is no exception. His featured vocalists and his grand arrangements of popular tunes were entertaining—but still not enough to break up the continuous flowing of accented commercials by Varady between each selection. "Sound Effects Man," a specialty by the Weems crew, was a highlight worth repeating at some early date. Pierre Andre did some announcing of his own.

"Gateway to Opera"

Something novel and quite interesting was tried out last Saturday at 7-8 p.m. by WQXR in the form of an hour's program of intimate opera with score adapted and arranged for accompaniment by two pianos, plus the use of an occasional recording of overtures and some organ music. First offering in this new series, presented by a newly formed repertoire company and designed to give training and experience for young singers, was Donizetti's "Don Pasquale." Program was under the direction of Raoul Querze, assisted by Jascha Zayde and Clifford Herzer, who officiated at the piano.

Not only is the project a worthy one, but the initial offering was de-

JERRY BELCHER

in "Interesting Neighbors"

F. W. Fitch Co.

WEAF-NBC-Red network, Sun-
day, 7:45-8 p.m.

L. W. Ramsey Co.

ANOTHER VARIATION OF THE VOX POP IDEA; TOO WEAK FOR A SUNDAY NIGHT SPOT.

Jerry Belcher, formerly teamed up with Parks Johnson, introduced his own Vox Pop show on Sunday under the title "Interesting Neighbors," broadcasting from unique places around the country. Premiere came from an old folks' school in Elgin, Ill. Belcher interviewed the headmaster and asked the usual questions but did not seem to get the right answers. "Not that I know of" covered all queries. Interview with four-year-old girl, as a contrast to the old people, did not click either.

Too much time, for a quarter-hour show, was taken up trying to impress listeners that program was being arranged via long distance phone. Elgin is only a stone's throw from Chicago, the origination point. Harlow Wilcox read the commercials.

Program is much too weak to buck the new Phil Baker and Feg Murray-Ozzie Nelson programs which debut in opposition next Sunday.

"YOUNG WIDDER JONES"

Sterling Products

(Cal. Syrup of Figs)

WOR-Mutual, Mon. through Fri.,
4:15-4:30 p.m.

Thompson-Koch Agency, Cincinnati ET SERIAL IS A GOOD FEATURE OF ITS KIND WITH EXCELLENT CAST.

With a first-rate cast including Florence Freeman, Wilmer Walter, House Jameson, James Meighan, Tommy Donnelly and Marilyn Erskine, this transcribed serial started off Monday like a first-rate chapter yarn of the kitchen sink school. It's about a young and obviously attractive widow with a couple of kids to support, and her problem of deciding about a rich lad whom she probably doesn't love in order to do right by her children. First episode got under way amiably, with promise of adequate heart interest ahead.

cidedly enjoyable despite the absence of the elaborate orchestration that usually goes with opera. The narrator set the scenes of the respective acts very clearly, and the minute the singing and action got under way it was easy to sit back and enjoy the performance—the lack of orchestra hardly being noticed.

"Back Home"

Good human interest drama, combined with biographical authenticity in that it relates to the life of the late James Whitcomb Riley, is presented in this new NBC-Blue sustaining series which started Sunday at 1:30-2 p.m. Authored by Howard

"ROMANTIC RHYTHM"

with Seymour Simons Orchestra

Chevrolet

WABC-CBS, Sundays, 6:30-7
p.m.

Campbell-Ewald

JUST ANOTHER MUSICAL SHOW AIDED BY VOCALIZING OF BARITONE AND LACK OF COMMERCIAL BLAH.

Chevy's new fall series with the Seymour Simons orchestra, one vocal by Sally Nelson and a few by Barry McKinley with Basil Ruysdael announcing, did not get out of the general groove of such shows. The orchestra seemed to have plenty of smooth rhythm, and McKinley's renditions of "I Know Now" and "Whispers In the Dark" were very good, but as a whole the show did not climb above the ordinary. Miss Nelson sang "Only Make Believe" in a pleasing voice. The program featured many hit tunes of yesteryear and a few of today. Outstanding was the lack of commercial plugs used. Even the few used were short and to the point. Ruysdael's announcing had distinction.

"THE ROMANCERS"

with Willard Amison and

Adelaide Norton

Weston Biscuit Co.

WOR, Sundays, 9:15-9:30 p.m.

ENJOYABLE CLASSICAL SOLOS AND DUETS PLUS RECITATIONS AND OR- GAN-PUMPING.

Featuring the voices of Willard Amison, tenor, and Adelaide Norton, soprano, and aided by Louise Wilcher's organ plus Erik Rolfe's pleasing recitations, this show returned to the air from a summer vacation all the more entertaining because of selections of the offerings rendered. Amison and Miss Norton began the show with a duet of "My Life I Love Thee," followed by some pleasing words from Rolfe, who introduced the next number in verse; then a song from "Bitter Sweet," and Amison in "Sunrise."

Both singers delivered the best that was in them, and it made grand entertainment. Rolfe's readings were pleasing. The first show didn't stress the product too much.

McKent Barnes with genuine feeling for his subject, and performed by an excellent cast including Gene Arnold, Phil Lord, Isabel Randolph, Laurette Fillbrandt, Fred Sullivan and Willard Farnum, it should quickly win an appreciative audience.

First episode depicted Riley as a boy being mistreated by his stern father who wants the "dreamer" lad to take to the soil and make himself useful. A sympathetic mother, and a boyhood sweetheart who disillusioned him, also are in the picture. Folk music and excerpts from the poet's works are pleasurably interspersed along the route. Arnold, who will play the elder Riley later, read the bits of poem in the initial program.

TONY WONS

Vick Chemical Co.

WABC-CBS, Mon., Wed., Fri.,
10:30-10:45 p.m.
Morse International

PLEASING PROGRAM OF FIRESIDE PHILOSOPHY AND SCRAP BOOK QUOTATIONS.

Back to the airwaves after 18 months in the Canadian woods, Tony Wons sounds much the same as he did in the "Are you listenin'" and "All is well" days of yore—except, perhaps, that he showed a little more fire in yesterday's comments on the mass in Europe and war in general. He also discoursed, more gently, on friendship and marriage, and read poetic excerpts from his scrap book, with organ accompaniment, all making for a pleasantly entertaining quarter-hour. Dialers who liked Wons before will like him at least just as much again now, and there's no reason why he shouldn't add new fans as well.

"THE SHADOW"

Delaware Lackawanna & Western
Coal Co.

WOR-Mutual, Sunday 5:30-6 p.m.
Ruthrauff & Ryan Inc.

OLD RADIO SERIES REVIVED WITH BET- TER PRODUCTION AND OUGHT TO RE- SUME ITS POPULARITY RATING.

Old hokum mystery program with its cry "the Shadow knows" plus the weird laughter returned Sunday under a former sponsor "Blue Coal." Orson Welles is the "Shadow."

Program began with a little chat between the "Shadow" and his wife over the reasons why he should continue his work. While discourse is going on, Paul Gordon is implicated in a bank robbery and a policeman is killed. "Shadow" follows the case and liberates Gordon on the night of his scheduled execution.

Welles does not come up to actors who have played the part in the past. The "Shadow" is supposed to be just that, but Welles' voice sounds very human. A little practice on the part plus a few microphone tricks should help to give the "voice" that spooky tang which it needs.

Commercials are very light until the end of the program when "John Barclay, Blue Coal heating expert" comes on to take up the remaining minutes.

Cities Service Hour

Into the Cities Service NBC-Red program, one of radio's big-time shows of long standing, came Grantland Rice last Friday night to do his annual fall stint of football talk. An all-around authority in the sports field, Rice can be depended upon for some interesting and well delivered stuff when the games actually get going. The regular pillars of this highly satisfying program, including Lucille Manners, Ross Graham, the Revelers and Rosario Bourdon's orchestra, were in their usual fine form.

Program Reviews and Comments

GEN. HUGH S. JOHNSON

Grove Laboratories (Bromo-Quinine)

WJZ—NBC-Blue, Mon. and Thu.

8-8:15 p.m. and Tue. and Wed.

10-10:15 p.m.

Stack-Goble Agency

ACE OF OUTSPOKEN COMMENTATORS IN PROVOCATIVE PROGRAM.

When it comes to talking from the shoulder, Gen. Johnson has few equals, so this program which he initiated last night promises to be the tops of its kind. Whether people agree with him or not, he is certain to command a big audience of listeners; not only because of what he says, but because he is an exceptionally interesting talker, with a fluent, colorful and natural style, a fine sense of showmanship, an impressive background and a sense of humor.

Johnson devoted his first broadcast to introductory comment, preparing listeners for what is to come. He has been given free rein by sponsor and network to voice his plain opinions. He will not dispense spot news, but will talk on day-to-day developments in important affairs as they affect the man in the street, giving his frank viewpoints in a non-partisan way. It's going to be a lively series.

"BICYCLE PARTY"

Cycle Trades of America

WEAF-NBC-Red, Sundays,

3:30-4 p.m.

Campbell-Ewald

ENTERTAINING VARIETY SHOW SUPERIOR TO SPONSOR'S PREVIOUS PROGRAMS.

Returning to the air for the fall and winter, Cycle Trades offers an all-new show this season, one that is a great improvement over previous air attempts. Headed by Bill Slater, noted sports authority, as emcee, cast includes Swor and Lubin, topnotch blackface act, Hugo Mariani's orchestra and Bert Whaley handling the vocal end. First show featured Bill Slater's interview with Joe Williams, syndicated sports columnist, on sports world today. Orchestra and soloist did pleasing job, while comedians jumped the gun to lead the entire cast. Show should offer listeners a pleasing Sunday afternoon interlude.

"Garden of Memories"

Very suitably designed to serve its sponsors, the Restland and Grace-land memorial parks (cemetery lots) in N. J., this program of hymns, ballads, organ music and philosophy, offered at 1-1:30 p.m. Sunday, provides a restful and comforting half-hour of entertainment. Richard Maxwell, tenor-philosopher, is featured. He has a warm, friendly style, plus a good voice, that fit the program to perfection. Bernard Ocko, violinist, and Robert Perada at the organ, as well as a canary chorus, also helped the program along.

MARION TALLEY

Ralston-Purina Co.

WEAF-NBC-Red network, Sunday, 5-5:30 p.m.

Gardner Advertising Co.

OPERA STAR SINGING LIGHT AND SERIOUS NUMBERS TURNS IN AN ENTERTAINING HALF HOUR.

Marion Talley's new fall series is very similar to last season's offering by the same sponsor. Opera star is supported by the "Hollywood Singers" under the direction of Paul Taylor and Josef Koestner's orchestra.

Miss Talley sang five numbers in her initial program, including selections from "Apple Blossom," "The Heavens Are Declaring," a hymn; "Summer" and selections from "Mississippi Suite." Chorus filled in with "Dancing Under the Stars." Orchestra and chorus aired "So Many Memories." Program was well balanced, covering both the light and more serious music fields.

Commercials plugging Ry-Krisp were in good taste but too long.

"Look for the Woman"

Woman's part in the news, the woman's angle on various happenings, and feminine matters in the field of fashion, business and the theater go to make up this new Sunday 11:15-11:30 a.m. program aired over WOR by Peggy Grady, writer and commentator, for Delta Cosmetics. In her first show Miss Grady covered quite a variety of topics, from the Statue of Liberty, a Chinese actress and the best feminine ensemble of the week to the Legion's gold star mothers, a lady poet and the effect of heat on domestic compatibility. Nor was this all. Miss Grady talks in a somewhat mannish style, but is never dull. In connection with the program, weekly prizes are offered for the best letters on the most interesting news headline of the week dealing with a woman.

Robert Emmet MacAlarney

Another news commentator entered the field last night at 6:45-7 p.m. when Robert Emmet MacAlarney, former newspaper and magazine editor, made his bow on WQXR. Though described as a new departure in news broadcasting, MacAlarney did not veer from the beaten path of commenting, according to his own impressions, on events of the day. He started off by devoting some minutes to sidelights on last week's Legion convention—stale stuff by now—and followed with lengthy comment on local politics and a dissertation on Sir James Barrie. It was a scanty and unrepresentative batch of subjects, and the remarks, though intelligent and interesting, were too innocuous to make any mark.

Joseph Weeks at WFIL

Philadelphia—Joseph Weeks, lately of WXYZ, Detroit, has joined WFIL announcing staff.



GRACE BRADLEY, star of the 20th Century-Fox picture . . . "Wake Up and Live".



DICTOGRAPH

Silent! **RADIO**
with the **ACOUSTICON MYSTIC EAR**

HERE, at last, is a radio that can offend no one—a radio with advantages never imagined a few years ago. By means of its Acousticon Mystic Ear it permits "private listening"—one can listen while others read, sleep, talk. Music heard this way has a soothing ethereal quality that relaxes nerves, induces deep, natural sleep. The deafened can hear with it, too—and it's a marvelous way to get the children to bed (just put the "Ear" under the pillow). Of course it also has the conventional loudspeaker; a flip of a switch and you can entertain a room full. On sale at all the better stores or inquire of



DICTOGRAPH

PRODUCTS CO., INC.

580 Fifth Avenue - - New York, N. Y.

KEY STATIONS AND AFM RUN INTO A DEADLOCK

(Continued from Page 1)

work group and another conference arranged shortly.

Network key stations took the position that they are doing ample justice to the unemployed musician situation and are already carrying more than their share of the load. In response to the AFM stand that the web key stations are supplying scores of stations with virtually free programs, which in turn are keeping local musicians out of work, the key stations held that advertisers are really supplying most of the programs and not the key stations themselves.

Although it is the desire of the AFM that trade agreements negotiated between the key stations and the network affiliates (IRNA) dovetail with that of the latter, it is pointed out that the latter are also seeking to obtain help from the networks via reduced sustaining program considerations and eventually the networks figure to be saddled indirectly with the major portion of the added \$1,500,000 to be expended annually for more musicians.

Unexpected move by the network key stations may be interpreted as jockeying for position with the IRNA. Should the nets sign a pact with the AFM before the IRNA, then the latter will hold the whip hand, comparatively speaking. If the network affiliates sign their trade agreement first, then the webs figure they will be in a better bargaining position with the affiliates on the sustaining program proposition.

Present at the AFM conference were Edward Klauber, executive vice-president; Lawrence Lowman, vice-president in charge of operations, M. R. Runyan, vice-president, and H. Leslie Atlass, (WBBM), vice-president, all of CBS, while NBC men included Mark Woods, treasurer, and Nile Trammell, vice-president of NBC Central Division. AFM was represented by the sub-executive committee, headed by Pres. Jos. N. Weber, Fred Birnbach and Jimmy Petrillo.

ONE MINUTE INTERVIEW

NORTON COTTERILL

"There is every indication that the next few months will see an all-time high in the use of selective broadcasting. With its greatest expansion still ahead, this medium naturally looks forward rather than behind. Improved technique has been largely responsible for increased acceptance of electrical transcriptions by advertisers, broadcasters and listeners. Also, better understanding on the part of advertisers themselves has brought new recognition of the fundamental value of selectivity in radio."

☆ Coast-to-Coast ☆

PETE LAUDEMAN has presented nearly 550 consecutive broadcasts of his "Friend in Need" novelty piano and monolog program over WPAY, Portsmouth, O., sponsored by Industrial Loan Finance Co. Pete does his stuff in the manner of Little Jack Little, and is one of the station's top mail pullers.

Bob Mimms is now giving the *INS* flashes on WRBL, Columbus, Ga., and **Dick Pyron** handles for WATL, Atlanta. Both stations are links in the Woodruff Georgia Network.

WMPS, Memphis: **Hiram Higsby**, widely known as a member of the Hiram and Henry team, has joined the program staff. All local taxicabs and five billboards were utilized in a comprehensive promotion campaign conducted by the station. Showing its willingness to cooperate with the local union, station has hired a five-piece orchestra featuring "Red" Roundtree, comedian, for the "Mid-South Dinner Time" program. Forty-four broadcast points were used in covering the Mid-South Fair.

Al Nagler, sports commentator at **WJBK**, Detroit, is doing a new football talk before the Lions games. He also handles the U. of Detroit football games, with **Bob McClean** giving a 15-minute football talk preceding each of these games. All programs sponsored.

KRGV, Weslaco, Tex., the southernmost outlet of NBC, has started another year of high school football coverage embracing some 40 cities in the Lower Rio Grande Valley. **I. S. Roberts** handles the running description, with **Bill Baker** on commercials and statistics. Chief Engineer **Neal McNaughton** built some special mikes for these events.

Bill Sutherland and **Claude Haring** will be at the mikes for the *Carnegie Tech* games in Pittsburgh starting Saturday over **KDKA**.

WSPA, Spartanburg, S. C.: **Bill Melia**, new to the station, has evoked quite a response with his revival of "Dancing Around the Piedmont," sustaining transcribed feature that pays musical visits to neighboring cities. **Jimmy Mugford**, versatile program director, filled in recently when a scheduled evangelist didn't show up; now Jim has one more duty, "Sunday Morning Devotional Hour." **Richard Pattison**, in cooperation with **Ervine Stone**, local theater manager, plans a new kind of street forum, recording the comments of moviegoers as they leave the theater and playing the disks on the air next morning. **Pat McSwain** has switched from announcing to the commercial department. **Betty**

Leonard, "Housekeeper's Helper," has new series for a luggage shop.

WELI, New Haven, will take musical programs from **WOV**, **WPEN** and **WRAX**, under a new tieup.

WJSV, Washington: **Jess Willard**, mgr., is displaying a newly won golf cup. **Jimmy Hurlbut** has been appointed news editor. **Arch McDonald**, sports announcer, has signed his 1939 contract, starting next Jan. 3 and running a year. **While Clyde Hunt**, chief engineer, is touring with President Roosevelt, **Harold Forry** is acting as engineering head. **Betty Hudson**, fashion commentator, returned recently from a visit to style capitals abroad.

WSPD, Toledo: The four *Shanks Brothers* return Oct. 4. **Harry Hansen** is filling in a few spots for **Dave Zimmerman**, who left for **NBC** in Chicago. **Joe Rockhold** has charge of a new Saturday program for sportsmen.

Bernie Armstrong, **KDKA** (Pittsburgh) organist, presents the first of a series of weekly organ concerts at 7:45 p.m. Wednesday. Each week **Bernie** will present a different guest vocalist.

Gil Gibbons, **WHK-WCLE** sportscaster, does all his travelling by plane between Cleveland and Columbus. He's airing the Ohio State University football games over a four-station hookup of **WHK**, **WHKC**, **WSPD**, and **WADC**. Flies to Columbus Saturday morning and comes back immediately after the conclusion of the game, for he has two evening shows on **WHK**.

WOWO, Fort Wayne: **Rudolph Isenberg** has been promoted to chief transmitter engineer, a new post created by Manager **W. Ward Dorrell**. **John Hackett** is now airing a nightly sports review.

WICC, Bridgeport: **Robert F. McGuire**, news editor for Yankee network in charge of this area, has added a new newscast period at 11:30 a.m. daily except Sunday. **Herbert Anderson** for the third season will present a weekly program of "Chapel Echoes" assisted by **Gertrude Hanson**, organist, and a quartet.

Arthur J. Mosby, manager of **KGVO**, Missoula, Mont., reports that August billings this year were doubled those of last year.

NOW AVAILABLE
"The Man in the Lobby"
Nothing like it on the air
WCOP BOSTON

CBS BUREAU EXPANDING TALENT MANAGEMENT

(Continued from Page 1)

the first time in the history of the bureau that it has assumed as part of its regular operations the alignment and promotion of talent other than performers and announcers.

Lawrence A. Lowman, vice-president in charge of operations, in announcing the enlarged scope of the bureau yesterday, revealed that director-management contracts have already been signed with **Brewster Morgan**, **Irving Reis**, **Earl McGill**, **William Robson** and **Nila Mack**.

WLW Line Establishes Basic Outlet Group

(Continued from Page 1)

WBAL, **KQV** and **WFIL**. Other affiliated outlets are **WIND**, **KWK**, **Colonial** and **Yankee** networks.

New setup is attributed to the increased commercial commitments set by chain for the fall and winter season. With the addition of **WBAL**, the line now offers complete coverage as far west as **St. Louis**. Exchange of commercial and sustaining features will be inaugurated as daily feature of the basic group immediately.

Pontiac to Shift Time

Pontiac "Varsity Show" which starts Oct. 1 over the NBC-Blue network will shift to the 9-9:30 p.m. period on the same web the following week. Sponsor will use 82 stations. **MacManus**, **John & Adams**, Detroit, has the account.

Dramatize Police Heroes

"Police Honor Men", dramatizing lives and heroes of N. Y. C. police department, starts Oct. 2 over **WNYC**. Productions are by **WPA** radio division under **Vernon Radcliffe**.

Cabooch Joins WHK-WCLE

Cleveland—**Tony Cabooch** (**Chester Gruber**), long a star on the networks and the country's principal stations, has joined the **WHK-WCLE** staff for at least two months. He is scheduled for a number of local and network shows.

CONSOLIDATED RADIO ARTISTS, INC.

30 Rockefeller Plaza, N. Y. CO. 5-3580
CLEVELAND • CHICAGO • DALLAS • HOLLYWOOD

America's Leading Radio
and Dance Orchestras

BAND OF THE WEEK
Tonight
American Radio Debut
MAREK WEBER
and his
"Symphonic Serenade"
WJZ-NBC Blue
10:30 to 11 p.m.



RADIO DAILY

Serving the Better Interests of Commercial Radio and Television



VOL. 2, NO. 63

NEW YORK, N. Y., WEDNESDAY, SEPTEMBER 29, 1937

FIVE CENTS

Chevrolet Spot Campaign

A. F. A. DISTRICT MEET IN PROVIDENCE OCT. 3-5

Providence — Advertising Federation of America, First District, holds its 18th annual convention Oct. 3-5 at the Providence Biltmore Hotel. Speakers already lined up include Westbrook Van Voorhis, voice of "March of Time"; Harry Boyd Brown of Philco; Edmund S. Whitten, president of Boston Ad Club, Arthur D. Neff, and Col. W. T. Chevalier of McGraw-Hill. Radio will be touched upon by several speakers.

Lambert Pharmacal Show Switches to New Spot

The Lambert Pharmacal show, "Grand Central Station," scheduled to debut last night on the NBC-Blue, has been postponed to Oct. 8 and will be heard in a new spot, 8-8:30 p.m. MacManus, John & Adams, Detroit, has the account.

Keystone Steel Plans Network "Barn Dance"

Peoria, Ill.—Keystone Steel & Wire Co., which now has a "Barn Dance" stanza on WLS, Chicago, is reported planning a network show along the same lines, possibly using the WLW Line. Macy Agency here handles account.

Pennick & Ford ET's

Pennick & Ford (Brer Rabbitt Molasses) on Oct. 11 launches a one-minute disk announcement series on 15 New England stations, daily except Sunday. Campaign, placed by J. Walter Thompson, will run through the winter.

KLZ Aiding Ranchers

Denver—First Rocky Mountain West daily program designed for ranchers and farmers, giving expert advice on their problems plus latest news and entertainment by Capt. Ozie and his Colorado Rangers, debuts Oct. 4 on KLZ. It will be heard daily except Sunday at 6 a.m. Howard Chamberlain, production manager, will direct.

Big Guns

Three of the world's big guns, President Roosevelt, Hitler and Mussolini, were on the air yesterday noon, with the Hitler-Mussolini program from abroad on NBC-Blue overlapping Roosevelt's talk on NBC-Red and other stations. While Roosevelt was talking, shortly after 12:30, sounds of the Hitler-Mussolini ovation were coming from Europe. The Hitler and Mussolini talks, in German and punctuated with much cheering, were followed by English translations.

OYSTER SHELL PRODUCTS PLACING SPOT CAMPAIGN

Oyster Shell Products (poultry grit), through Husband & Thomas, is placing 100-word spot announcements on 35 stations across the country as far as the Rocky mountains. Plugs will be aired two to six times weekly for a run of 52 times. Complete schedule will be on the air (Continued on Page 3)

Six Weekly Campaigns Are Placed by Schillin

Six new weekly campaigns have been placed on various stations by Schillin Advertising Corp. They include a spot series for American Poultry Journal over WNEW, WIP, (Continued on Page 3)

Routine Ascap Meeting

Third quarterly meeting of Ascap board of directors yesterday afternoon was routine, with nothing done in regard to matters of policy. This (Continued on Page 3)

Jell-O Contracts NBC Time Up to the Middle of 1940

Government Station Bill Is Expected Up Early

Washington Bureau, RADIO DAILY
Washington — Indications that the Celler Bill to establish a government radio station will be one of the first radio measures to be considered by Congress when it reconvenes in Jan- (Continued on Page 3)

Daily Announcements on 1938 Models Being Placed Over More Than 200 Stations Oct. 17-30

LUCKY STRIKE TESTING COLLEGE NEWS PROGRAMS

WESG, Elmira, and WICC, Bridgeport, have been signed to air the Lucky Strike college news programs, Mondays through Fridays. WESG will cover Cornell, WICC will use Yale copy. Expansion of station list depends on results obtained in these two spots. Lord & Thomas is the agency.

Wash'n NBC Announcers Going on Five-Day Week

Washington Bureau, RADIO DAILY

Washington—NBC announcers here will go on a five-day week starting Monday, it is announced by Kenneth H. Berkeley, manager of WRC and WMAL. Engineers have been on a five-day week for some time, and policy may be extended to other employees, Berkeley said.

McIlhinney Joins WTMV

East St. Louis, Ill.—George McIlhinney, oldtime radio time broker and station rep, has joined WTMV sales staff to work on both national and local accounts. Among other things, he promoted the Walgreen Sampling Hour and the commercialization of WSM's "Grand Ol' Opry."

To announce its new 1938 models, Chevrolet will use six live spot announcements daily on more than 200 stations. Campaign is set for Oct. 17-30. Sponsor is using the 206 stations which are airing the quarter-hour disks and an unannounced number of other stations. From most of the stations a total of 84 announcements will be bought. Campbell-Ewald, Detroit, placed the account. Dodge and Nash also are contemplating the use of spot announcements (Continued on Page 3)

2/3 OF IRNA MEMBERS REPLY TO QUESTIONNAIRE

More than 225 questionnaires have been filled out and returned to date by members of the Independent Radio Network Affiliates, which is equal to over two-thirds of the total membership of the IRNA. This response is considered highly gratifying by Emile Gough of Hearst Radio Inc., secretary (Continued on Page 3)

Zenith Revising Setup For Television Activity

Chicago — Zenith Radio Corp. is calling a stockholders' meeting to fix its charter so it can apply again to FCC for a television transmitter. Charter at present is not broad enough to cover such expanded activity, the FCC ruled.

President E. F. McDonald Jr. says there is no rush, as television is still (Continued on Page 3)

McNinch Drops One

Washington Bur., RADIO DAILY

Washington—Preparatory to formally assuming the chairmanship of the FCC tomorrow, Frank R. McNinch's resignation as Federal Power Commission chairman was accepted yesterday by President Roosevelt. McNinch doubted the propriety of holding the two posts at the same time.



Vol. 2, No. 63 Wed., Sept. 29, 1937 Price 5 Cts.

JOHN W. ALICOATE : : : Publisher

DON CARLE GILLETTE : : : Editor

MARVIN KIRSCH : : : Business Manager

Published daily except Saturdays, Sundays and Holidays at 1501 Broadway, New York, N. Y., by Radio Daily Corp. J. W. Alicoate, President and Publisher; Donald M. Mersereau, Treasurer and General Manager; Chester B. Bahn, Vice-President; Charles A. Alicoate, Secretary; M. H. Shapiro, Associate Editor. Terms (Post free) United States outside of Greater New York, one year, \$5; foreign, year, \$10. Subscriber should remit with order. Address all communications to RADIO DAILY, 1501 Broadway, New York, N. Y. Phone Wisconsin 7-6336, 7-6337, 7-6338. Cable address: Filmday, New York. Hollywood, Calif.—Ralph Wilk, 6425 Hollywood Blvd. Phone Granite 6607.

Entered as second class matter April 5, 1937, at the postoffice at New York, N. Y., under the act of March 3, 1879.

FINANCIAL

(Tuesday, Sept. 28)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Am. Tel. & Tel.	163 1/2	161	163 1/2	+ 1 1/2
CBS A	25	25	25	+ 1/4
Crosley Radio	14	13 1/2	13 1/2	- 1/2
Gen. Electric	45 1/4	44 3/4	44 1/2	- 5/8
North American	22 1/2	20 3/4	22 1/4	+ 1 3/8
RCA Common	19 1/2	19 1/8	19 3/8	+ 1/8
Stewart Warner	14 3/4	13 7/8	14 1/8	+ 5/8
Zenith Radio	35 3/4	33 7/8	35	+ 5/8

NEW YORK CURB EXCHANGE

Majestic	2 1/4	2 1/4	2 1/4	
----------	-------	-------	-------	--

OVER THE COUNTER

	Bid	Asked
Stromberg Carlson	10	11 1/2

DuPont Adds 7 Stations

DuPont, effective tonight, will add seven stations (WORC, WMAS, WBT, WBRC, WREC, KTRH and KOMA) to its "Calvacade of America" on CBS. Batten, Barton, Durstine & Osborn is the agency.

Cleveland Emanations

Cleveland — Programs originating at WHK-WCLE and fed to Mutual starting Sunday, according to Program Director Mendel Jones, will include: Jim Sands and Gene LaValle, comedians, in "Don't Look Now," Monday through Friday; Dick O'Heren and Grace Williams, songs and patter, Mondays and Fridays; crooner Jimmy Ague and the Golden Girls Trio, Louis Rich, music director, and orchestra supported by baritone Don Dewhirst, Tuesdays and Wednesdays.

Tuskegee Choir on NBC

Tuskegee Institute Choir starts a series of Negro spirituals Oct. 10 at 1:30-2 p.m. over NBC-Red.

First in local accounts
in Chicago

WGES

(In the heart of Chicago)

WREC Goes to Campuses For Pre-Game Broadcasts

Memphis — Reversing the process of bringing athletic stars to the studio for pre-football game programs, WREC, CBS outlet, last week inaugurated a series originating on college campuses and airing pre-game "pep" activities. Program is highlighted with intimate chats with coach, leading players and has a background of band music and glee club activities. Cheer leaders are given full sway.

First of the Pep programs was an interchange with WTJS, Jackson, Tenn., on the eve of the Southwest-Union College game in Memphis. Programs are handled by Roy Wooten, WREC chief announcer, assisted by his brothers, Hollis and S. D. Wooten Jr., the latter chief engineer of WREC.

Spot Cash for CBC Artists

Toronto—Cash payments promptly upon conclusion of their programs is to be made to all artists engaged by Canadian Broadcasting Corp., says Major Murray, chairman and manager of the company. The plan, he said, will be arranged by the commissioners within a few months.

Last winter CBC throughout Canada gave full or part-time work to about 750 artists.

Two New WNEW Series

"The Sportscope," covering news and opinions on all major sports, will be introduced on WNEW by Earl Harper at 10:45 p.m. Oct. 2 as a nightly feature.

In cooperation with American Bible Society, choirs from local churches will present a weekly Hymn Sing on WNEW starting Oct. 7 at 9 p.m.

WDOD Staff Additions

Chattanooga—The Casper Sisters, from Chicago, have joined the WDOD staff to appear on the station's Noon-day Frolic and sustaining programs. The Noveleers have also been added, replacing Curley Clements and his Drifters.

Furgason & Aston Gets WELI

Furgason & Aston Inc. has been appointed national representative of WELI, New Haven. Outlet operates on 500 watts and is the only station in New Haven.

Football Over KGNO

Dodge City, Kan.—All eight home football games of the Dodge City Jr. College and senior high school teams will be aired by KGNO with Al Bissing at the microphone.

New WOPI Rate Card

Bristol, Va.-Tenn.—A new rate card, effective Oct. 1, has been issued by WOPI.

WNEW Adds Operators

Chief Engineer M. J. Weiner of WNEW has added four panel board operators. They are Walter Swenson, George Shoenaker, William Elliot and C. Southern.

NBC Seeks to Hold Down Spot Sales on Outlets

Big rush of time selling being over, NBC is seeking to avoid unnecessary sales of spot time on key outlets and split networks which may preclude clearance in a hurry for a client who seeks a large network. Time blocks are being avoided wherever possible as being the only means left now of making sizeable increases in the gross revenue, apart from present commitments.

CBS Juvenile Program

CBS inaugurates a coast-to-coast children's program Oct. 5, entitled "Dere Teecher", airing Tuesdays and Thursdays, 5:45-6 p.m. All children between ages of 8 and 12 will be asked to participate, with four youngsters to be heard on each show. A gold and a silver star will be awarded to the two winners of the question and answer games to be played, with a weekly winner to be awarded a 20 volume set of Book of Knowledge.

Clairel Considering Net Show

West Coast Bureau, RADIO DAILY
Los Angeles—Clairel Inc. (hair rinse) is mulling over possible sponsorship of KFVB's "Let's Go Hollywood" show for airing over a Mutual coast-to-coast network starting Oct. 8. If deal goes through, show will have Leon Leonardi's orchestra, Paul Keast, baritone, and Owen Crump as emcee.

Porter's Store Plans Spots

Porter's (fashion stores) will include radio in its new advertising budget. Business will probably be in the nature of spot announcements and will be placed at a later date by the company direct.

Edith Barnwell Joins Star

Edith Barnwell has joined Star Radio Programs to write a special series. KTAT, WSPD, CFAC and CKMO are latest stations to sign for Star's "Good Morning, Neighbor," while KBTM has signed for "County Fair."

Farm and Home's 10th Year

National Farm and Home Hour, handled by Bill Drips, NBC's director of agriculture, begins its 10th year Saturday. It started off with 17 stations, now has 70.

New WQXR Musical Programs

New musical programs set for October on WQXR include Hazel Griggs, concert pianist; Bernard Gabriel, pianist; Paulo Gruppe, cellist; Rose Dirmann, soprano, and WPA's Negro Art Singers.

**NOW YOU CAN BUY A
COMPLETE PRESTO
SOUND RECORDER
FOR ONLY \$149.00
PRESTO RECORDING CORP.
135 W. 19th St. New York - N. Y.**

COMING and GOING

CHARLES MICHELSON, public relations counsel for Crosley Radio Corp. and publicity director of Democratic National Committee, is back in Washington after a fishing trip.

EARLE FERRIS, after a confab in Chicago, is en route to Hollywood to confer with his staff there on four new programs for which he handles exploitation—Jack Benny, Phil Baker, Joe Penner and "Silver Theater".

GENERAL JAMES G. HARBORD, chairman of the board of RCA, sailed for Europe last night on the Europa. Harbord was originally set to go on the Normandie, but ship is behind schedule due to accident on last eastward voyage.

BOAKE CARTER goes to Boston to speak in the Town Hall series at Symphony Hall on Oct. 15.

ED WOOD, commercial manager of WGN, Chicago, is in New York for the wedding of his brother, Robert, and on business.

WENDELL HALL, now appearing in an Indianapolis theater, goes to Detroit for the coming week.

RICHARD MARVIN, radio director for J. Walter Thompson, Chicago, due in New York today for conferences.

J. E. and TED ROGERS, owners of CFRB, Toronto, are in New York.

HAROLD FELLOWS, manager of WEEI, Boston, is visiting CBS headquarters.

JAMES SAPHIER is expected to arrive from the Coast today.

ARTHUR BORAN is in Hartford, Conn., where he opens a vaudeville engagement today.

ANN SELEPIGNO, secretary to Jack Robbins on the Coast, arrives here today for her first visit as the guest of the firm.

WILLIAM F. BROOKS, managing director of Associated Press in Great Britain, sails for England today with MRS. BROOKS.

ALVIN AUSTIN of the agency bearing his name arrived in Chicago today and is stopping at the Palmer House until Monday, buying time for clients.

11 Shows Set for Airing From MBS Playhouse

WOR-Mutual has set 11 shows to be aired from the MBS Playhouse atop the Amsterdam Theater. The new Hudson "Hobby Lobby" program which goes nationwide over CBS and repeat on WOR, will be aired from the theater. House seats over 700 and Hudson will do an elaborate merchandising job on the "Hobby Lobby" studio audience.

J. R. Poppele, WOR chief engineer, went over the playhouse yesterday with Lew Amis, radio director for Brooke, Smith & French, Hudson's advertising agents. Poppele also introduced some technical and acoustical improvements in the house. Other shows to come out of the house are the Ray Perkins "Hi There Audience," and the Alfred Wallenstein "Sinfonietta".

LEE GRANT AND HIS ORCHESTRA

"Lee Grant's daily radio show rates mention."

WALTER WINCHELL



3 HOURS DAILY

2:30-5:30 P.M.

CHEVROLET CAMPAIGN ON NEW 1938 MODELS

(Continued from Page 1)

ments, but nothing definite yet. Dodge's advertising agents, Ruthrauff & Ryan, yesterday could not give any information. Local Ford dealers are also planning radio efforts to announce the new Ford cars. Buick is using 90 stations for its spot campaign as previously announced in RADIO DAILY.

2/3 of IRNA Members Reply to Questionnaire

(Continued from Page 1)

tary of the IRNA. The questionnaires properly filled out are vital to further negotiations by the IRNA Special Advisory Committee in carrying out its trade agreement with the AFM and allocation of additional expenditures for musicians.

Questionnaires are being received direct by Ernst & Ernst, certified public accountants.

Zenith Revising Setup For Television Activity

(Continued from Page 1)

far off. He points out that a recent Zenith survey indicates it will take 9,000 television stations to cover the country, and 90,000 miles of coaxial cable at \$1 a foot just to link these stations. Elimination of interference and discovering of a way to transmit television beyond the horizon are other problems still unsolved, he said.

Government Station Bill Is Expected Up Early

(Continued from Page 1)

uary were disclosed last week coincident with the study being undertaken by officials regarding increase of short wave broadcasting by foreign countries.

The study is expected to be finished in two months. It is understood the State and Commerce departments are urging FCC to do anything possible to further the development of short wave broadcasting.

Routine Ascrap Meeting

(Continued from Page 1)

leaves any proposed action on an AFM affiliation, legislative developments, foreign contracts, etc., until a special meeting is called or the regular board gatherings take them up.

Gene Lester Back

Gene Lester, baritone, returns to the air tonight at 9:30 on WHN with Don Albert's orchestra. He also will be heard Tuesday nights with Irving Aaronson's band.

KADA Celebrates Third

Ada, Okla.—KADA celebrated its third full year on the air on Saturday.

NEW PROGRAMS—IDEAS

Used Car Idea Clicks

Universal Motor Co. of Portsmouth, O., hit upon a novel broadcast to stimulate the sale of used cars. Broadcast is carried by line over WPAY direct from the used car lot. The station announcer and one of the company's salesmen present a running fire conversation about the cars they see before them. They honk horns, slam car doors, turn on radios, and discuss any and everything concerning the cars. The public is also invited to attend the broadcast and questions are answered about the automobiles over the air. Sounds unpleasant—but it's working out beautifully, from an entertainment standpoint to the audience, and the used autos are selling like hot cakes.

Fire Alarm Special

Credit for turning station inquiries concerning the location of a fire into a regular broadcast goes to W. A. Wilson, vice-president and general manager of WOPI.

When so many fire inquiries came in that the station had difficulty in handling them, Wilson sold R. C. Boswell, insurance agent in Bristol, on the novel idea of broadcasting the location of the fire. Whenever the alarm sounds, the location of the fire is quickly received from the fire department and the information is put on the air. This service to the public has proved beneficial to both the station and the sponsor.

Broadcast from Auto

A novel program that is proving to be most interesting is the daily broadcast from an automobile in the street over WATL, Atlanta. Appropriately sponsored by a local auto dealer, the program is a "demonstration" over the air—you hear the engine run, a description of the car and the sales talk. The car is parked in front of the station's studios for the broadcast.

"Songs of Long Ago"

"Songs of Long Ago" is the title of a new weekly series being presented from KDKA, Pittsburgh, at 7:45 p.m. every Friday evening. Appropriately, the fireside atmosphere is created by an elderly couple as they reminisce of days that are gone. Their conversation introduces the musical numbers.

Another new idea is the use of the harmonium with the pipe organ. Aneurin Bodycombe, musical director of the station, and Bernie Armstrong, staff organist, are at the keyboards. Vocal numbers are presented by a mixed quartet, and semi-sacred programs are included.

Quin Ryan Revives Voices

Quin Ryan, on his morning news commentary for Bathasweet in Chicago plans to revive voices of famous persons long since dead. Recordings of the voices of Theodore Roose-

velt, Woodrow Wilson and William Howard Taft, Warren Harding, Calvin Coolidge, William Jennings Bryan, Ellen Terry and E. H. Sothern are included.

"Jingles In Rhythm"

WGL, Fort Wayne, is having excellent reaction to one of its recent program inaugurations. Incorporating a tried and true merchandising effort—the "jingle" contest — Fain's Clothing Co. sponsors a quarter hour of "Jingles In Rhythm," musically treated by a vocal group and orchestra. Unusual response has been noted, even considering the fact that the feature started "cold" at 8:45 a.m., Sept. 13. It is heard daily over WGL, Monday through Friday.

"Young Folks' Hour"

Affording an exceptional opportunity for discovering juvenile talent, the WOWO "Young Folks' Hour" takes the air each Saturday morning with the better artists of grade and high school age participating. An age limit of 16 is prescribed, and only young folk of outstanding ability are allowed on the feature. The "Young Folks' Hour" is a distinctive good will builder, too, because most of the artists are from outside of Fort Wayne.

JELL-O SIGNS NBC TIME UP TO MIDDLE OF 1940

(Continued from Page 1)

Livingstone and an orchestra as basic artists. Young & Rubicam Inc. is the agency. Benny some time ago signed a long term contract with Jell-O.

Six Weekly Campaigns Are Placed by Schillin

(Continued from Page 1)

WAAB and WAAF; Tappins Jewelry Stores, announcements on WHOM, WAAT, WCAM and WDAS and 15-minute periods on WIP and WAAT; Abelsons Inc., announcements on WINS; Michaels, Hoboken, 15-minute periods and announcements on WAAT; Finkenberg's (furniture), two half-hours on WNEW, and Gray's (furniture), 15-minute periods on WAAT.

Oyster Shell Products Placing Spot Campaign

(Continued from Page 1)

by Oct. 9. Stations on the list are: WBZ-WBZA, WESG, WJTN, WHKC, WHIO, WADC, WOWO, WFBM, WHAS, WZL, WTAX, WMBD, WTAQ-WKBH, WCLO, KWTQ, KFVS, KFEQ, WIBM, WELL, WCCO, WDAY, WNAX, WHO, KMA, WMT, KGLO, WJAG, KFAB, KOIL, KOA, WIBW, KVOO and KSL.

TALK to the biggest Audience in America

WITH . . .

THE NEW TARZAN RADIO SERIES

New Production..Script..Cast
Drama..Thrills..Adventure..
ready to delight and demand
the ears of 100,000,000* men,
women and children...and
dominate a nation's purchas-
ing power!

WRITE—WIRE

Robert Collier

5225 WILSHIRE BOULEVARD
Los Angeles, Calif.

*TARZAN AUDIENCE FAX!

1. Combined D&S
Comic Strip circu-
lation 25,000,000!

2. Films played to
50,000,000!

3. Books read by
25,000,000!

NEW BUSINESS

Signed by Stations

WHO, Des Moines: Oldsmobile, through D. P. Brothers & Co., Detroit; Brown & Williamson Tobacco, Iowa State U. football games, with Bill Brown, through BBDO, N. Y.; Drug Trade Products, half-hour show, also half-hour of "Sunset Corners Frolic," 52 weeks, through Benson & Dall Inc., Chicago; Falstaff Brewing Corp., St. Louis, through Gardner Adv'g Co., St. Louis; Oneida Inc., "Peggy Tudor," through BBDO, N. Y.

WNEW, New York: Olson Rug Co., on "Make Believe Ballroom," through Presba, Fellers & Presba, Chicago.

WCFL, Chicago: Sterling Products (Cal. Syrup of Figs), "Young Widder Jones," through Thompson-Koch, Cincinnati; Lutheran Layman's League, through Mutual; La Salle Extension University.

KYA, San Francisco: Carter Medicine Co., through Spot Broadcasting, N. Y.

KGO, San Francisco: Chevrolet, ET, through Campbell-Ewald, Detroit; Thomas Leeming & Co. (Baume Bengue), weather reports, through Wm. Esty & Co., N. Y.

KPO, San Francisco: How Inc. (lotion), through S. L. Kay Inc., S. F.; Wesson Oil & Snowdrift, through Fitzgerald Adv'g, New Orleans; J. W. Marrow Mfg. (Mar-O-Oil), through James-Morton Inc., L. A.; Gen. Mills (Sperry Flour), through Westco Adv'g, S. F.

KSFO, San Francisco: B. T. Babbit Co. (cleanser), "David Harum" ET, through Blackett-Sample-Hummert; Amer. Home Products (Anacin), "Easy Aces," through Blackett-Sample-Hummert; Chrysler (Plymouth), through J. Stirling Gatchell, Detroit; Southern Pacific R.R., through Lord & Thomas.

KFRC, San Francisco: Albers Bros. Milling Co., ET, through Erwin, Wasey & Co., Seattle.

WTAM, Cleveland: Campbell Cereal, "Rube Appleberry" disks.

KCKN, Kansas City, Kan.: Goldman Jewelry Co., exclusive sponsorship of all local high school football games; Coryell & Son Oil Co., Kansas City, Mo.; Empress Theater, Kansas City, Mo.

KOBH, Rapid City, S. D.: Chevrolet, "Musical Moments"; Philco, "Phyl" Coe mysteries; Swander Baking Co., disks.

WDOD, Chattanooga: Dr. W. B. Caldwell, Inc., "Monticello Party Line", through Cramer Krasselt Co., Milwaukee; Vick Chemical Co., through Morse International, announcements; American Tobacco (Roi-Tan cigars), through Lawrence Gumbinner; United Drug Co., through Spot Broadcasting.

KYW, Philadelphia: Thomas M. Leeming & Co. (Baume Bengue), through Wm. Esty & Co.; Appalachian Apples, Inc., through N. W. Ayer; Richard Hudnut, Jan Savitt's Top Hatters, through BBDO; Abbott's Dairies, Inc., through Richard A. Foley Agency; Pacquin Laboratories Corp., through Wm. Esty & Co.

WHN: Lehn & Fink (Hinds), "Life of Mary Sothorn", going to WLW Line.

WCAU, Philadelphia: Campbell Cereal Co., through Mitchell Faust Agency.

WIP, Philadelphia: Contadina (tomato paste), through Harvey-Best & Co.

"Wheaties Champions of Harmony"

KAY & BUDDY ARNOLD

Sponsored by General Mills

WMCA 2:30-5:30 Daily



• • • W. C. Fields may not return to the air—unless he gets more "leeway"....Lou Clayton, Jimmy Durante's mentor, rushed to the Coast to close the deal for "Schnozzola's" permanent appearance on Chase & Sanborn Hour (which will be emceed this week by Rudy Vallee with Sally Eilers guesting)....Edward G. Robinson-Glenda Farrell air contract for Lever Bros., slated to begin via CBS Oct. 19, hasn't been signed yet. Now Robert Taylor and Barbara Stanwyck are being considered for 13 weeks—prior to the Mickey Mouse debut in this spot....Emery Deutsch goes to Detroit's Book-Cadillac Oct. 13....Bob Crosby's appearance in town Friday is for the specific purpose of being screen-tested on that day....Happy Felton is another ork leader slated for the silver screen....Will Hollander replaces Peter Kent at the New Yorker Oct. 8....Eddie Lane is at the Governor Clinton....Barry Wood, who succeeded Jerry Cooper on the Drene show last season, has been snatched by CBS as their "white hope" in the crooning field....Nick Kenny's song, "My Cabin of Dreams" is the finale at Minsky's this week.

• • • From Harold E. Smith, g. m. of WOKO-WABY, Albany, comes a copy of an editorial published in the Knickerbocker Press showing an exemplary spirit of cooperation with radio and the newspaper....Ken Brown, Iowa Network special events chief, interviewed Joy Hodges from the Des Moines airport a few minutes before she left for N. Y. to take the lead in a musical comedy....Miss Hodges, under Ken's grilling, told about her plane trip as well as granting an interview....Bobby Roberts, WTMV, East St. Louis, singer and emcee is truly an iron man....He appeared at the Ill. State Fair, stood on his feet, and entertained from 10 a.m. to 2 a.m. with but an hour off for lunch. Now that the Fair's over, instead of taking a vacation, he's returned to a nitery where he's in the show—and his thrice weekly show for WTMV.

• • • Walter Winchell won't return to his air chores for two months—with "Hollywood Whispers" continuing....Victor Young will conduct the Los Angeles Federal Project's concert on the Coast Oct. 7 with John McCormack as soloist and the event being aired through NBC....Clyde Barrie is leaving CBS....Isham Jones returns to the Lincoln Oct. 6....Morton Downey is slated for vaudeville in Chi. and Boston during Nov....Lucille and Lanny will do 72 transcriptions for RCA....Jean Sablon's new deal with NBC is for 26 weeks....Lady Kitty Barling opens at "Le Mirage" as a singer tomorrow....Hollywood is planning another Gershwin Memorial Concert at the Bowl next year with Oscar Levant starring....Jack and Loretta Clemens have been signed by Warners to do a 3-reeler....Michael Bartlett, who will star in the musical, "Three Waltzes", sings for 1500 kids at Radio City Oct. 6 at the Miniature Auto Show....Billy Swanson has Leon Belasco's Andrews Sisters vocalizing at the Edison Green Room.

• • • John Howard Payne, who married Ann Shirley recently, was a member of Roy Campbell's vocal group....Three Washington girls without any radio experience, recently opened a school for radio broadcasting, production and writing there. The pay-off came when the trio offered to sell their course to Madeline Ensign, program director for WOL, and Ronald Dawson, dramatic director....Travis Barnes, singer at WTAR, Norfolk, is alternating on the station schedule with disks carrying the Sun Flame Singers. Sponsor is bankrolling the contest to see which will survive—Barnes or the disks....W. A. Wilson, v.p. and manager of WOPI, Bristol, is a great believer in institutional advertising, judging from his instructions to telephone operators at the station when answering calls. Their reply is: "This is WOPI, whose programs are Constructive, Educational and Entertaining"....Slogan is also aired every hour on the hour.

F. C. C. ACTIVITIES

APPLICATIONS RECEIVED
Birmingham News Co., Birmingham. CP for new relay station. 31100, 34600, 37600, 40600 kc., 2 watts.

APPLICATIONS RETURNED
State Broadcasting Corp., Gretna, La. CP for new station. 1370 kc., 100 watts, 250 watts LS., limited.
Franklin Otis Pease, Chadron, Neb. CP for new station. 650 kc., 100 watts, unlimited.
Anchorage Radio Club, Inc., Anchorage, Alaska. CP for new experimental station. 3492.5, 6425 kc., 175 watts.
Frank M. Dunham, Fort Dodge, Ia. CP for new station 1240 kc., 1 KW., daytime.

EXAMINER'S RECOMMENDATION
WKOK, Sunbury, Pa. Mod. of license to change hours of operation to unlimited, be dismissed. 1210 kc., 100 watts.

HEARINGS SCHEDULED
Oct. 12: W. C. Irwin, Amarillo. CP for new station. 1500 kc., 100 watts, 250 watts LS., unlimited.

Four Lakes Broadcasting Co., Madison, Wis. CP for new station. 830 kc., 100 watts, daytime.

KFDM, Beaumont, Tex. Vol. assignment of license to Beaumont Broadcasting Co. 560 kc., 500 watts, 1 KW. LS., unlimited.

Northwestern Broadcasting Co., Vernon, Tex. CP for new station. 1500 kc., 100 watts, unlimited.

Oct. 18: Voice of Detroit Inc., Detroit. CP for new station. 1120 kc., 500 watts, 1 KW. LS., unlimited.

Martin R. O'Brien, Aurora, Ill. CP for new station. 1250 kc., 250 watts, daytime.

George B. Storer, Pontiac, Mich. CP for new station. 800 kc., 1 KW., daytime.

Gerald A. Travis, La Porte, Ind. CP for new station. 1420 kc., 250 watts, daytime.

WWPO, Inc., Pittsburgh. CP for new station. 1120 kc., 250 watts LS., unlimited.

Times Printing Co., Chattanooga. CP for new station. 1120 kc., 500 watts, 1 KW. LS., unlimited.

Cadillac Broadcasting Corp., Detroit. CP for new station. 1140 kc., 500 watts, daytime.

Fred M. Weil, Grand Coulee, Wash. CP for new station. 1420 kc., 100 watts, 250 watts LS., unlimited.

Oct. 22: Gila Broadcasting Co., Safford, Ariz. CP for new station. 1420 kc., 100 watts, 250 watts LS., unlimited.

Richland Broadcasting Co., Mansfield, Ohio. CP for new station. 1370 kc., 100 watts, daytime.

Santo Sottile, Charleston, S. C. CP for new station. 1200 kc., 100 watts, 250 watts LS., unlimited.

KFBI, Abilene, Kan. Requests a move from present location to Wichita, Kan., exact site to be determined. 1050 kc., 5 KW., unlimited.

WFIL's News "Voice"

Philadelphia—Al Stevens has been appointed "Voice of the News" at WFIL and will air six of the station's sponsored news programs. Stevens has given up his post as chief announcer to take up his news bureau duties.

RADIO ARTISTS!

Contacts!

Appointments!

Correspondence!

Telephone Messages!

We handle these details for you. Call Miss Purcell at BRyant 9-2319.

MY PRIVATE SECRETARY

Secretarial Service for Radio Artists

48 West 48th St., N. Y. C. Suite 608

CINCINNATI

Allen Franklin and Robert Geis have joined the WKRC announcing staff.

General Manager John McCormick and Sales Manager Bill Williamson of WKRC are in New York on business.

Lin Mason is new announcer of Dow's Dawn Patrol, WKRC. He also acts as straight-man to Pilot Al Bland.

Dick Bray, WKRC sports commentator, goes to South Bend Oct. 2 to referee the football game between Duke and Notre Dame. He will be at South Bend again Oct. 23 for the Navy-Notre Dame contest, and goes to Chicago for the Santa Clara-Marquette battle, Oct. 30.

WCKY will air series of interviews with automotive big lights in advance of the Cincinnati Auto Show, Oct. 31-Nov. 6. A live-talent musical background is planned.

Ceremonies in tribute to the Ball Brothers, Muncie, Ind., civic leaders, were broadcast Sunday over WLW.

KANSAS CITY

Jerry Burns has been promoted to program director at KXBY following resignation of Allen Franklin. President Sid Q. Noel also has added Terry O'Sullivan to the announcing staff, while Grace George Koehler has been made head of continuity staff.

KCMO is producing and airing a live talent show for Sherwin-Williams, using Betty Ann Painter of the dramatic staff in the central role. "People Make the News," Friday night newscast over KCMO, is now being dramatized with a cast of 17 artists, produced by Lee Roberts, program director, from scripts by J. Douten.

Tex Owens, KMBC cowboy singer, returned Monday on two daily quarter-hours. Aladdin Mantle Lamp Co. takes three weekly airings.

ST. LOUIS

Bill Durney of WIL public relations dept. made arrangements for airing of all home football games of Washington and St. Louis universities. Neil Norman is at the mike.

Marvin E. Mueller and Maurice Cliffer are announcing a KMOX news spot which replaces the baseball games under Brown & Williamson sponsorship. Harry W. Flannery is in charge of program, with copy edited for the air by Don Ownbey.

1	9	3	7
SUN	MON	TUE	WED
2	4	5	6
10	11	12	13
14	15	16	17
18	19	20	21
22	23	24	25
26	27	28	29
30	31		

Greetings from Radio Daily

Tom Terriss
Jack Bertell
Gene Autry

ORCHESTRAS - MUSIC

DEL COURTNEY, whose band is now at the Century Room of Hotel Adolphus, Dallas, will be guest star of the Dr. Pepper Dixie Network program next Sunday. Sherman Hayes is band soloist.

Sandy Williams band replaces Carlos Molina at the Stevens and Earl Hines takes over for Andy Kirk at Grand Terrace, Chicago. Both have NBC lines.

Al Trace, College Inn, Chicago, bandsman has turned out a new tune, "Little Sweetheart of the Ozarks."

Jose Escarpanter, Cuban pianist, and his La Conga orchestra, will make their American radio debut tomorrow at 11:30 p.m. in a series of NBC-Blue broadcasts direct from La Conga night club. The program will also be relayed to Cuba over CMCA in Havana and via short wave over COCH.

Al Goodman takes over the CBS "Hit Parade" Saturday night at 10; making the seventh time he has conducted this program.

Lyn Murray, director of several well known choral groups, has added orchestra conducting to his numerous activities, and will soon wield the baton on a series which will feature, in addition to his orchestra, songstress Patti Chapin and the Four Clubmen male vocal quartet organized by Murray himself. The new program will be heard via CBS.

CRA Bookings: Jack Denny and ork open at Chase Hotel, St. Louis, Oct. 15 . . . Harry Candullo and ork go into Arrowhead Inn, Cincinnati, with a WLW wire . . . Reggie Childs and ork play for Charity Dance of Louisville League at Pendennis Club, Oct. 23 . . . Clyde Trask and ork follow Mike Riley into the Gypsy Village, Louisville, opening Sept. 25, with a WLW wire . . . It's Consolidated's exclusive spot, with Don Bestor and Johnny Hamp bands slated for later in season . . . Bill Wolfe has fixed it for Lou Breese and ork, now at New York's French Casino, to double into Horse Show at Madison Square Garden, Nov. 3-10 . . . Duke Ellington and ork play the Coconut Grove ballroom, Reading, Pa., Oct. 8 . . . Russ Morgan's ork plays the Armory, Baltimore, on Armistice night.

Tin Pan Alley Music Co., Philadelphia, have assigned *Swingphony in Eb* to the Lewis Music Co., New York, the collabing of Frank Capano, Johnny Fortis and Johnny Farra.

Little Jack Little and ork are booked for a week at the Tower Theater, Kansas City, starting Friday.

Irving Melsher, accordionist over WATL, Atlanta, invites fellow Atlanta musicians as guest artists and often

an entire orchestra to accompany his accordion selections.

Louis Prima opened at the Hollywood Famous Door, and Andy Iona and his Islanders at the Club Hawaii, Hollywood on Saturday. Clyde McCoy and his Sugar Blues orchestra follow Red Norvo into the Palomar on Oct. 6.

Don Redman's crew, after playing RKO Capital Theater, Albany, week of Oct. 1, will head south.

SPRINGFIELD

Wayne Henry Latham, WSPR program director, has obtained the cooperation of the Dept. of Justice in a new series against crime.

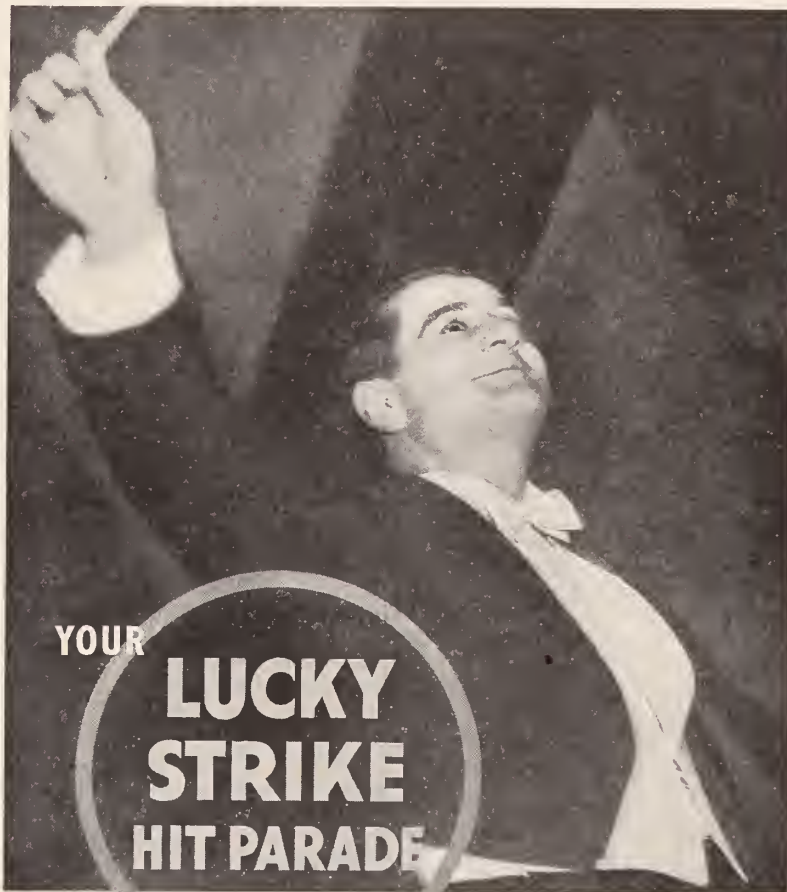
Larry Reilly, WSPR senior engineer, back from vacation.

WMAS has broken ground for its new transmitter house and 350-ft. tower.

Albert W. Marlin, WMAS station manager, has named his new twin boys Michael and Jeffery.

Irma Serra, WSPR song stylist, is guest artist four nights weekly at Club Cadillac.

Wayne Henry Latham, WSPR program director, will conduct an adult public-speaking class this winter.



under the musical direction of
MARK WARNOW

WEDNESDAY NIGHTS 10-10:45 P.M. EASTERN TIME

OVER THE RED NETWORK OF THE

NATIONAL BROADCASTING COMPANY

MARK WARNOW MANAGED EXCLUSIVELY by COLUMBIA ARTISTS, INC.



WITH signing of Al Garr, young coast singer, cast of the Phil Baker show, which starts Sunday night over CBS, was completed. Oscar Bradley's orchestra, Patsy Kelly, Bottle (Harry McNaughton) and "Beetle" are other members of the cast.

Smiling Frankie Gordon has a one-year spot-announcement contract with KFI which covers exactly 25 announcements. Shoots the whole 25 words each Thursday at 6 p.m. Placed by Milton Weinberg agency.

KECA has a new 15-minute musical program for Standard Federal Savings & Loan. Logged as "A Musical Pilgrimage," and features Reserl Weing Keen, soprano, with Wesley Turtalotte, organist.

Charlie Lung, local radio's one-man gang, does his stuff with his "hundred voices" in a new series over KEHE each Monday, Wednesday and Thursday at 6:45.

KMTR has a new Monday night 10:30-11 musical offering in which Lytel Maurice presents a choral group of 50 with organ accompaniment. Also added to the once-a-week schedule of "Forward Magazine" to make it a three-times-weekly affair.

"Hollywood Barn Dance," the KNX Saturday night frolic, goes to CBS Pacific Coast net Oct. 2, switching to a 10-10:30 spot at that time.

Tom Breneman, conductor of CBS "Western Home" program, interviewed construction foremen and employees at work on the new CBS studios on the Friday show, settling at one fell swoop the long-continued argument with his co-worker Fletcher Wiley for the honor.

Caroline Hutchinson, blonde songstress of the KEHE "Brunch Club," is another example of radio moving West. Two years ago she was doing radio work in New York. Last year she was on WGN and WBBM in Chicago, and now she is on KEHE.

Decca will record the numbers sung by Smith Ballaw in Principal Pictures' westerns with that star, under a deal closed between Sol Lesser and Jack Kapp of Decca.

Frederick Stark has a new concert period, "Vagabondia," on the nights at 7-7:30.

Lewis TeeGarden, KEHE production manager, and Clinton Jones, continuity chief, back from vacations, while with George Irwin, special events chief, and Ken Isbell, technician, it's vice versa.

Marguerite Matzenauer, Metropolitan Opera contralto, will be the

KFNF Complete Weather Service

Shenandoah, Ia.—WEEI of Boston isn't the only station in the country with its own weather equipment and private weather observer, Wm. E. Macdonald of KFNF here rises to point out. In 1926, two years after KFNF opened, a complete weather bureau was established, including the following instruments: recording thermometer, maximum-minimum thermometer, aneroid barometer, recording barometer anemometer, rain gauges, wind direction indicator and hygrometer. The various shelters and instruments are all installed according to government weather bureau rules and standards. Since that time station has maintained a complete observation service independent of any outside authority but of invaluable service to the listeners of the station, to whom the weather news is of paramount interest. Station set up its own system of charts and record books and issues a daily bulletin on the local weather giving observations and readings obtained from its instruments. This is on the air half a dozen times or more a day. There is no other weather bureau here, so station also supplied the local newspaper with data.

New Mutual Rate Card

Mutual is getting out a new rate card, probably within 10 days. Card is the first new one this year, during which time some 50 stations have joined the web. Total number of affiliated stations is now 72 and came in so consistently that it was deemed impossible to keep pace via cards. Supplementary rate slips were issued in the meantime. Presumed that the network will stay as is for the time being and give the new card a chance to become operative.

Scripts to Schools

Irene Wicker, the Singing Lady, who is scheduled to begin a new weekly series over the Mutual network Oct. 3 at 5-5:30 p.m., for Kellogg Co., will send scripts of the shows to 10,000 public grade and high schools throughout the country to be used in dramatic work by the classes. Scripts, printed in manuscript form and sent out by N. W. Ayer agency, are sent to schools that write to Miss Wicker requesting copies.

guest of Helen Colley over KFI at 5 p.m. today.

Norman Spencer starts his "Can You Write a Song?" on KFVB, Oct. 4. Set for Monday nights at 8:30-9.

KFI-KECA inaugurating a joint service for busy listeners with a resume of day-by-day events of interest in Southern California on KFI at 9:45 a.m. and KECA at 1:30 p.m. daily.

Bob Young has changed the style and title of his KEHE news comment. Now billed as "It Happened This Week" and heard every Saturday at 1:45 p.m.

Toby Wing, most photographed girl in pictures, guested on George Jay's "Listen, Ladies" on KEHE Monday.

Lorene Tuttle and Frank McKay are additions to the regular cast of the KHJ-Don Lee "House Undivided."

John Kennedy, former technician at KRKD, switched to KFVB in the same capacity.

NBC will have Norman Sper again doing a football experting job each Friday for the Pacific Coast on a sustaining basis, and KFVB will do a quick resume of scores and spectacular plays each Saturday at 5:45,

18 Stations for Pacquin

Pacquin (hand lotion) has set 18 stations for its nationwide transcription series which begins in November. Disks, featuring Grace and Eddie Albert, will be aired three times weekly. NBC transcription is doing the production and recording. Stations are: WSB, WMAQ, WSAI, WTAM, WJR, WIRE, WDAF, KFI, KSTP, WOR, KYW, KDKA, KGW, WHAM, KSD, KGO, KOMO and WRC. William Esty has the account.

Eaton Paper Contest

Eaton Paper Corp. has started a radio poll of radio listeners through nine stations across the country. Listener sending in the best letter will receive \$1,000. Twenty six dramatic programs will be aired during the 90-day run of the contest. Stations being used are WBZ-WBZA, WHN, WCAU, WHAS, WTAM, WJR, WMAQ and KFI.

"Voice of Jerusalem" Returns

"Voice of Jerusalem," sponsored by Junket, returns to WMCA at 8:30 p.m. tomorrow.

with Knox Manning and Jack Holmes doing the summing-up, while Don Lee plans complete coverage of Pacific Coast Conference games.

Gus Edwards' latest song, "Child of Manhattan," was featured on his "School Days of the Air" by Jerry McKay.

And here's a variation of the "time signal" . . . Thomas Leeming & Co. has contracted for a series of 156 weather reports, Monday through Saturday at 11:30 a.m., over KFI. Government forecasts condensed to 100 words, with a plug for Baume-Bengue. Placed by William Esty & Co.

Harold Swisher, managing editor of the Citizen-News, was guest-speaker on Hal Styles' "Help Thy Neighbor" program on KHJ. Now sponsored by Iris Coffee.

Jim Bealle joins Ed. Fortman's publicity staff in the local J. Walter Thompson office, transferred from New York.

Earl Ellis and Amos Reis, actors in Mutuals "Louisiana Hayride", were seriously injured in an automobile accident in San Diego Monday. Scripts for the next few shows are now being rewritten to eliminate their parts.



RALPH and Elsie Mae Emerson of WLS staff off to spend winter at sister station KOY, Phoenix.

Jack Stilwell, who joins WLS as announcer next week, is papa of son born in Indianapolis, where he has been working at WIRE.

Dr. Frank Laird Waller, Chicago conductor, to New York to direct NBC Concert orchestra in a broadcast Friday.

Noble Cain to direct chorus which joins Carnation Contented hour on Monday as regular feature. Vivian della Chiesa drops out at that time.

Neil Schaffner (Toby of National Barn Dance) has turned out a play "Mike Fright" scheduled for tryout in Boston in November. It's a satire on radio.

Jackie Heller, who has been in Michael Reese Hospital, is out again and feeling much better, thank you. Back at work at College Inn.

Chuck Akree and Pokey Martin, with Howard Peterson at the organ, have a new novelty program, "For People Only," on WLS.

Hal Totten's sports review on WMAQ for Axton-Fisher Tobacco Co. has been renewed for another stretch.

Larry Schafer, singer at KOY, Phoenix, is visiting friends at WLS studios.

WLS folk extending sympathy to Roy Anderson, instrumentalist, whose mother died.

NEW ORLEANS

Lee Shelley and his orchestra, new to the Blue Room of The Roosevelt here, are getting along fine, even though there are occasional sighs for Al Donahue.

With the sports season back on the neck of scribes and announcers, Bill Bringel, program director for WSMB and ace man of that station for calling the plays, will be back in his element.

Tony Almerico is definitely set for the Rose Room, opening Oct. 1.

WBNO is putting on a new vocal set up consisting of two Madelines (Taylor and Hartwell) and Mae Meevers.

CLYDE BARRIE

CBS

Thursday

6:15 P. M.

FRANK DEGEZ

CUSTOM CLOTHES

46 WEST 48 ST.
NEW YORK

BRyant 9-9746

It's a great feeling to be really well dressed at all times. Fine imported materials smartly tailored will give you that feeling. We know. We have been dressing some of the best known Radio, Stage and Screen artists for years. Suits priced \$65.00 up.

AGENCIES

BEN LARSON, who produced the Milton Berle show last season, is now the Ruthrauff & Ryan producer for the Jolson show. Tiny Ruffner, who produced the first of the new series, will continue as announcer but steps out of production because of pyramiding duties in connection with several new R&R shows coming up.

POTTS - TURNBULL agency of Kansas City has arranged for sponsoring of 30 minutes of the WLS Barn Dance by Coleman Lamp & Stove Co., Wichita.

ADVERTISING CLUB OF N. Y., at a "sports day" luncheon tomorrow, will have Jack Dempsey, Babe Ruth, Joe McCarthy, Lou Gehrig and Joe DiMaggio as guests. Lowell Thomas and Christy Walsh will conduct the program, which will be aired over WEAf at 1:15-1:45 p.m.

M. L. PRINDLE, research director of Erwin, Wasey & Co., has been asked by the Swedish government to make a special survey to determine what Americans and Swedish Americans would like to see and learn about Sweden at the New York World's Fair.

JOSEPH HAYES JACKSON, formerly an executive in the San Francisco office of Bowman, Deute, Cummings Inc., has been appointed manager of the agency's New York office. Jackson was associated with Kelley, Nason & Winston before assuming his post with the former agency.

Ask Bids on Survey

In preparation for undertaking the country-wide survey of industrial information, Paul F. Peter, secretary of the Joint Committee, has issued invitations to bid on the job to six research organizations. Survey is scheduled to get under way the latter part of October and information derived will be available to the broadcasting, advertising agency and advertisers concerned, about the first of the year.

Test was made in New England during the summer, but this was exclusively for the Committee's benefit so that certain recommendations could be made for the larger scale operation.

Coca Cola Gets La. Games

New Orleans — Tulane University and Louisiana State University football games this season will both have Coca-Cola sponsoring. The Tulane games are on Saturday afternoon and will take the air over WSMB here, while the L.S.U. games are on Saturday nights and will be piped here by wire and then broadcast by WDSU. Account was placed by William B. Wisdom Inc.

AL DONAHUE

and his orchestra

Opening at the Rainbow Room
Oct. 6th

For Fall and Winter Season
Fourth Return Engagement

Program Reviews and Comments

"FAMOUS JURY TRIALS"

Mennen Co.

WOR-Mutual, Mondays, 10-10:45 p.m.

H. M. Kiesewetter Agency

MORE CRIME STUFF WITH THE COURTROOM ANGLE FEATURED—GOOD OF ITS KIND.

As crime and courtroom dramas go, this 1937-38 series of "Famous Jury Trials" should have no trouble holding its own. Based on actual cases, but hooked up in the dramatization, with some incidents verging on the fantastic, it carries the morbid interest and suspense that is characteristic of such melodramas.

First skit dealt with a pair of young lovers who murdered the girl's mother because she was in their way, and who got 30 years apiece for the crime. Story is told mostly in the courtroom, with occasional brief flashbacks to bring out an incident related in testimony, and there is the usual overplaying by the district attorney.

Martin H. Young and Sam Baker are authoring the series.

"Behind the Lens"

Initial broadcast of this camera fan program over WHN, Saturday, 8:30-9 p.m., conducted by Karl A. Barleben Jr. was devoted to outlining the basis for future shows and introducing ace photographers who at some future date will have the spotlight of the show thrown on them and some of their exciting experience dramatized. The show was well handled and, instead of a cut and dried resume of future events, stooges were used to break up the monotony. The dramatic bit was real exciting.

"The Inspector General"

Presentation by the Federal Repertory Theater of "The Inspector General," on WEVD, Sunday, 10-10:45 p.m., reached another high mark for WPA radio production. Excellent cast did ample justice to the comedy of pre-Soviet Russian small town life, wherein an adventurer is inadvertently mistaken for the Inspector General and the mayor of the town seeking to cover up his own lax and grafting methods curries favor with the impostor and gets in a pretty tangled up state until the village postmaster who reads everybody's mail discovers the deception. Cast and direction exceptionally good throughout the show.

Briefly

Comedians who want to improve their stuff should go in for a little travel. There's nothing like a change of scene to give a comic new ideas and fresh slants. Bob Hope never was so hilarious as in his recent airings from Hollywood. And wait until Jack Benny returns with, we hope, tales of his trip abroad.

Nelson Eddy, in singing "Old Man River" on his Chase & Sanborn broadcast last Sunday, substituted the word "negro" in the places where

"darker" appeared in the original text. The colored folks like it better.

Three familiar serials, "Jack Armstrong" on NBC-Red, "Tom Mix Straightshooters" on NBC-Blue, and "Little Orphan Annie" on NBC-Red, returned Monday at dinner time to resume their careers. Sounded pretty much the same as before, and therefore should continue to sail along on the sea of juvenile popularity.

The comedy end of Georgie Price's WOR-Mutual Sunday evening program despite its worthy attempt to give opportunity to new writing talent, is merely setting a new low for hoary jokes and unfunny gags. Ancient wheezes and puns in the hands of professionals are bad enough; in the hands of amateurs, they are unbearable.

"Ave Maria Hour," which has been giving a high standard of performance lately in its WMCA Sunday broadcasts, went in for a bit of the broad and black magic in its latest presentation, dramatizing Saints Cyprian and Justina. Excellent success has been achieved in making these dramatizations appeal to the lovers of good drama as well as to those who are religiously inclined. Productions are directed by Charles LaTorre, who also gave a swell performance as St. Cyprian, with scripts by Howard Warwick, while Alfredo Antonini handles the music.

Similar to "Ave Maria" is the new Sunday 5:30-6 p.m. presentation of St. Vincent de Paul School, Brooklyn, over WHN. Designed to elicit interest and aid in this refuge for homeless boys, the program includes well-acted dramatizations and a fine boys' choir of 100 voices, with symphonic reed organ accompaniment.

Gene and Glenn, with Lena, were very amusing with their refreshing comedy on Sunday's "Magic Key of RCA" over NBC-Blue from Cleveland. The singing of Queena Mario, Jean Sablon and Wynn Murray were other enjoyments on the program.

Hal Gordon, caught Tuesday afternoon on NBC-Blue, is as grand a ballad singer as your ears would care to hear.

New Slant by Theaters

Muncie, Ind. — New departure in theater exploitation is the sponsoring of the True Detective Mysteries transcriptions by the Hoosier and Wysor theaters. Flying Film Reporter describes the pictures showing at the theaters just before the thriller is aired.

RALPH KIRBERY

"The Dream Singer"

MANAGEMENT
WILLIAM MORRIS AGENCY

GUEST-ING

MARGARET SULLAVAN, with Tyrone Power in "Her Cardboard Lover," Oct. 3 (NBC-Blue, 9 p.m.)

BEN BERNIE, on "Hollywood Mardi Gras," Oct. 5 (NBC-Red, 9:30 p.m.)

RICHARD and MARGOT BONELLI, on Kraft Music Hall, Sept. 30 (NBC-Red, 10 p.m.)

WALT DISNEY, on Bakers' Broadcast, Oct. 3 (NBC-Blue, 7:30 p.m.)

FRANK FAY, EDWARD ARNOLD and EDDIE PEABODY, on Rudy Vallee program, Oct. 7 (NBC-Red, 7 p.m.)

CLARA BLANDICK, on "Kitchen Cavalcade," Oct. 1 (NBC-Blue, 10:45 a.m.)

DR. MAXWELL H. GOLDBERG of Mass. State College, on Norman Corwin's "Poetic License," tonight (WQXR, 9:45)

COMMISSIONER EDWARD L. MULROONEY, on World Peaceways "Spotlight on Youth," Oct. 5 (WNEW, 8 p.m.)

DAN DANIELS, sports writer, on Bob Ripley program, Oct. 1. Herman Bernie office set deal (NBC-Blue, 9 p.m.)

LUM and ABNER, on Al Jolson program, Oct. 5 (CBS, 8:30 p.m.)

DOLORES DEL RIO, in "Lancer Spy" on Hollywood Hotel, Oct. 8 (CBS, 9 p.m.)

SINGIN' SAM, on Coca Cola Song-shop, Oct. 1 (CBS, 10 p.m.)

WILHELM KNUDSON, president of General Motors, will be interviewed by Kathryn Cravens, Oct. 8 (CBS, 2 p.m.)

BIRMINGHAM

Thad Holt, WAPI president, speaks optimistically of getting WAPI's two objectives: first, a clear channel at night; then, a jump to 50,000 watts. At present the station operates on 5,000, and shares night time with KVOO.

WSFA, Montgomery, has joined the state-wide football hookup being organized by WSGN, with several other stations in prospect. Bill Terry will be at the mike for the games.

"The Airmail Mystery," weekly mystery serial sponsored by a group of local radio dealers, made its bow this week over WBRC.



LIST

\$44.50

AIR VELOCITY MICROPHONES

Latest in scientific development and refinement. Wide range corrugated ribbon and new high flux alnico magnets. Latest type transformer with double coils. All impedances. 1 db. from 30 to 12,000 cycles. Complete with 25 ft. cable and plug.

UNIVERSAL MICROPHONE CO. LTD.
424 Warren Lane Inglewood, Calif.

SAN FRANCISCO

Philip G. Lasky, KSFO general mgr., named head of radio departmental activities of the S. F. Advertising Club, has named Wilbur Eickelberg, KFRC; Ralph Brunton, KJBS; Clyde Coombs, KPO-KGO and Bob Roberts, KYA, to the committee.

Howard Harding, young baritone who presented his first KYA-CRS show Wednesday night, will work into two or three other local programs.

"Doc" Howard, KSFO chief engineer, moving here from Oakland now that the station's new transmitter did a similar farewell Eastbay act.

Allan Sheppard, KSFO announcer, courteously showed some Napa Valley visitors around the station the other day. They remembered him with a case of wine.

Gordon Kelley, formerly KQW, San Jose, has joined KGGC as a newscaster. Malcolm Greenwood, debuting in the radio game, is a new junior announcer there.

Dot Kay, former NBC singer, now vacationing at Rancho San Pablo in El Cerrito while the nitery is closed for remodeling.

Lew Frost, assistant to Don Gilman, leaves Oct. 1 for Radio City for several weeks' confab. On his return, he'll make Hollywood his headquarters.

Earle Ennis, "S. F. News" columnist now doing a half-hour stint on KSFO for 13 weeks, is sponsored by the Morris Plan.

Karl Baron, KYA announcer, may soon be saying those permanently binding words, "I will."

Henry King takes up the baton for the entire winter at the Fairmont Hotel in San Francisco. Joaquin Grill, present maestro, goes to the Tahoe Tavern to return in the spring.

SEATTLE

Harry Mullen, tenor "find," is appearing on Don Isham's "Melody Lane" over KOL.

Wheeler Smith, formerly of KFPY, Spokane, has joined KOL announcing staff. Clarence Talbot, announcer, has gone to Denver.

H. E. Jamison has started a new "Armchair Cruises Along the Waterfront" over KOL.

ONE MINUTE INTERVIEW

JOHN V. L. HOGAN

"In any consideration of high fidelity broadcasting, one should not lose sight of the fact that home broadcast receivers do not 'cut off' at all. Instead, they 'taper off' and their characteristics are such that many will respond quite effectively to frequencies of 8,000 or 10,000 cycles or even higher, while nearly all will give some response at frequencies well above 5,000 cycles. Thus it is demonstrated that it does pay to design the radio transmitter to handle the full range of frequencies."

★ Coast-to-Coast ★

BECAUSE NBC wasn't going to feed the Texas Christian-Ohio State game from Columbus to the southwest, WBAP of Fort Worth secured wires for a remote and sent Cy Leland, sports announcer, and R. C. Stinson, technical supervisor, to Columbus to handle the airing.

WLBC, Muncie, Ind., has sold the entire Ball State Teachers College football games, and also obtained sponsorship for the Muncie high school basketball varsity games, as part of a big batch of recent new business.

WBAL, Baltimore: Lou Azrael, columnist, has resumed his "Matching Minds," a quiz for high school students . . . El Gary, "Your Romantic Troubadour," has acquired a further sponsor . . . "Sounds," song written by Gustav Klemm, program director, was sung by Margaret Speaks on her last "Voice of Firestone" program.

Earl Carter, Lem Oldaker, Bob Dean and Program Director Welch covered the three-day Golden Glove Tournament over KOBH, Rapid City, S. D., sponsored by Highland Beverage Co., Grain Belt Beer distributor. KOBH recently fed NBC the unveiling of Lincoln's head at Mt. Rushmore.

Iowa Network, Des Moines: Bill Hippee, former assistant to Senator Clyde B. Herring, has joined the Iowa Network news staff as assistant to Benedict Hardman, editor . . . Wayne Ackley and Gwen McCleary are handling commercials on nine weekly programs for Gately's store . . . Orville Foster's "Day Dreamer" program was snapped up by the Des Moines Register as soon as it was known that Maher's 7-Up would release it this fall.

KVOO, Tulsa: Bob DeHaven, chief announcer, is the papa of a baby girl—born while he was on vacation . . . Cecil (Rowdy) Wright, singer who recently joined the station, received 40 letters on his first quarter-hour broadcast . . . KVOO carried a variety of programs from the Okla. state fair, also aired "backstage" of a recent circus.

Wilbur Edwards, of the sales staff at WBT, Charlotte, has left for New Haven, Conn., to enter Yale theological school. He was succeeded by Robert Anders.

Carl Voss returned Monday with his "Carl Voss Reviews the News" on WPTF, Raleigh, N. C.

WHBF, Rock Island, Moline and Davenport, not only aired the visit of President Roosevelt when he stopped in Clinton, Ia., 40 miles from Rock Island, but made a recording

and put it on the air the following night. Announcers Maurice Corken and Ivan Streed described the President's visit.

KOMO-KJR, Seattle: Vic Hurley, author, has been appointed continuity director, succeeding Grant Merrill, resigned . . . Frank Coombs, Cecil Solly and Hugh Poore, who are regularly sponsored, inaugurated the station's first remote last week from the fair at Puyallup . . . Jean Wiley succeeded Gladys Neimeyer as sec'y to Manager B. F. Fisher.

William Austin, accompanist-arranger for the Songfellows on WHO, Des Moines, married Harriet Campbell last week.

Mary Halbritter and Roger Riddle, guitar team, start at WKY, Oklahoma City, Oct. 1 for local NBC releases sponsored by Cain's Coffee Co. The team has been heard for the past several months over KFOX, Long Beach, Cal.

L. P. Lehman and his Radio Party on Sunday celebrated their fifth anniversary of continuous broadcasting over WWVA, Wheeling. Their mike record: 3,640 hours, 3,900 programs, 50,000 songs sung, 2,600 sermons delivered. The Lehman religious programs are wired to the station from the Downtown Church of Washington, Pa.

Cleveland Railway Chorus starts on WHK Sept. 30 for an extended period of weekly broadcasts. The chorus has been switched from WGAR by Griswold-Eshleman Advertising Agency. Amateur talent will be added in the new setup.

Jim Sands, WHK-WCLE artist, opened a new three-a-week series this week over WCLE, Cleveland. Listeners' requests will comprise the musical program—with the listeners invited to try to "stump" Jimmy. Sponsor is Brown Brothers' Furniture.

Maurice Coleman, manager of WATL, Atlanta, wrote an article on "Radio—An Aid to the Police," which appears in the October issue of the Georgia Police Magazine. He is also writing a story for the Atlanta Democrat on "Radio's Contribution to Good Government."

WOPI is now piping three programs weekly to WHIS in Bluefield, W. Va.

Jack and Loretta Clemens have been signed by Warners to make a three-reel musical comedy. They have already done several two-reel shorts for the same company.

Herb Mann, Jr., staff announcer at WRJN, Racine, Wis., who has been

BOSTON

Jimmie McHale and his orchestra, playing at Brown Derby, will have a nightly WMEX wire.

"Casey at the Mike," new series of 15-minute football "scores and predictions" featuring Eddie Casey, former Harvard football coach, will start over the Yankee network Thursday, sponsored by the Tide-water Oil.

Ruth Moss introduces a new series over WAAB, "Women Who Have Done Something."

Featuring as commentator, Dr. William L. Stidger, prominent Bostonian, the new series of noontime programs, "Getting the Most Out of Life," starts over WNAC and 15 other Yankee network stations, sponsored by Fleischmann's Yeast.

Walter E. "Hap" Myers of the New York NBC sales office in town at the WBZ studios.

Edward B. Hall, Boston's NBC news editor and commentator will be sponsored for a two-week trial period beginning Sunday.

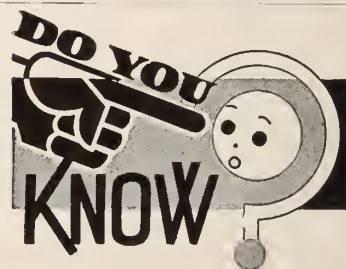
Lewis Moonlight Serenaders, Hawaiian group, return to WBZ-WBZA Sunday evenings after a summer absence.

Walter E. "Hap" Myers, former general manager of WBZ-WBZA, and now a member of NBC's New York sales force, is spending a few days each month in the New England sales area. On the strength of this Hap has rejoined the Advertising Club of Boston, of which he was formerly president.

ill for the past two months, is again on the air. Roy Vogelmann, who has been announcing over the station during the summer months, has returned to his studies at the University of Wisconsin, Madison, where he has several daily broadcasts over WHA.

Capt. Joe Miller (no relation to the joke man) will be guest hog-caller on Col. Jack Major's program over CBS next Monday at 3 p.m. Miller, who developed quite a voice when hog-calling as a country boy and now uses it to supervise docking of ships in N. Y. Harbor, heard Jack's brand of calling and thinks he can beat it.

Bill Tuff, "The Lonesome Cowboy" singer of XERA, Del Rio, Tex., is now being heard over WEBQ, Harrisburg, Ill.



Radio set sales in the first half of 1937 totaled 3,348,635, an increase of 12 per cent over the same period last year, according to Radio Today.



RADIO DAILY

Serving the Better Interests of Commercial Radio and Television



VOL. 2, NO. 64

NEW YORK, N. Y., THURSDAY, SEPTEMBER 30, 1937

FIVE CENTS

5-Day Week for Whole NBC Setup

Looking On

.... AND LISTENING IN

AFM ACTION Every radio station, big and small, affiliated or independent, that is going to be affected by the pending agreement with the American Federation of Musicians owes it to itself to come forth and make its problems known before an agreement is made. That's the only way to assure an all-around fair deal.

The Independent Radio Network Affiliates committee reports a gratifying response to its questionnaires, and the NAB meeting Oct. 12 is expected to be well attended.

But there are always a certain number who believe in letting the other fellow do it. This is no time to play ostrich.

Those who do so are liable to wake up in a hospital next morning, asking "What hit me?"

I. Q. Months of faithful listening to Prof. Quiz, Uncle Jim McWilliams and a few other quizzers has revealed that the general run of school and college students, as well as many teachers, who have appeared on these programs, are surprisingly short on practical knowledge.

Educators seeking to impose cut and dried formulas for teaching by radio should give this a little thought.

Useful knowledge can be inculcated much more readily when sugar-coated with fascinating entertainment.

DRAMA Drama of the legitimate brand is steadily making progress on the airwaves, but there are a couple of things that it is rather slow in finding out.

One is that dramatic skits, usually acted by guest stars, are out of place in a musical program.

The other, and even more important, is that you can't get many folks to listen to a lot of dialogue after 10 o'clock at night; it's too easy to fall asleep. D.C.G.

Nobody Home

Charlotte — WBT's "Dancing Party", heard 12:30-2 a.m., with Bill Bivens, announcer, presenting recorded numbers on request, is getting very popular—especially out of town. One night last week no calls came in from the Carolinas, but some arrived from New York, Atlanta, Miami, Boston, Birmingham and Peoria.

250 MEMBERS ALREADY FOR AFRA IN CHICAGO

Chicago—New local of American Federation of Radio Artistes, organized here last week, is reported to have more than 250 members representing almost all elements of actors, singers and announcers here except the NBC mikemen. NBC men, just given a five-day week of 40 hours with two successive days off and salaries said to average around \$150 a week, so far have shied away from AFRA. A sizeable group of

(Continued on Page 2)

Lord & Thomas Extending West Coast Operations

West Coast Bureau, RADIO DAILY
Los Angeles—In addition to the new Lucky Strike variety show in cooperation with Warner Bros. and Transamerican, Lord & Thomas is aggressively entering the Hollywood field in other directions. Tom Mc-

(Continued on Page 3)

Wash'n Apple Campaign Scheduled for Oct. 11

Seattle—Using a large group of stations, especially in the major apple markets of Chicago, New York and Philadelphia, the Washington State Apple Advertising Commission starts its new campaign Oct. 11. Norman G. Mogge of J. Walter Thompson Co. is handling radio end.

MCA Frisco Opening

San Francisco—Music Corp. of America opens its new offices at 111 Sutter St. tomorrow with a party. Lyle Thayer and Dorsey Forrest were brought here from L. A. Plans include reviving some big-time vaude bookings.

Justice Black Favors Radio For His Klan Talk—If Any

New Fitger Beer Show On Four Minn. Stations

Chicago—Fitger Beer Co., through Leo Burnett agency, is starting a sportsman's show Saturday over WCCO, Minneapolis, WEBC, Duluth, WHLB, Virginia, and WMFG, Hibbing. Paul H. Harper is account executive.

All Owned and Operated Stations Are Expected to Go on New Schedule Within Next 48 Hours

Luckies Renewing

Lucky Strike cigarets on Nov. 6 will renew its "Hit Parade" series on 92 CBS stations, 10-10:45 p.m., for another 13 weeks. Series is well into its second year on the network. Lord & Thomas is the agency.

CBS-ACA LABOR CASE REFERRED TO WASH'N

National Labor Relations Board closed its hearing yesterday on the American Communications Association-CBS case and referred its findings to the board in Washington for a final decision. Hearing, which lasted for two days, featured a bitter fight by the American Communica-

(Continued on Page 2)

Television Station Permit Is Sought by DuMont Lab

Upper Montclair, N. J.—Allen R. DuMont Laboratories has applied to FCC for construction permit for an experimental television station on 46,000-56,000 kc., 50 watts visual and 50 watts aural power.

Skolsky Time Set

Sid Skolsky, columnist, starts his weekly Emerson Drug Co. (Bromo-Seltzer) series Wednesday, Oct. 6, at 8:30-8:45 p.m. over NBC-Blue.

By HOWARD J. LONDON

Within the next 48 hours, NBC will announce a five-day week for the entire NBC set-up including the NBC owned and operated stations, it is understood. Network yesterday admitted that the subject was being discussed but no decision had been reached as yet.

Some time ago Lenox R. Lohr, NBC president, asked the various departments to submit reports on whether the summer system of a skeleton staff on Saturdays could be maintained and network operated efficiently. Two of the largest divisions concerned answered in the af-

(Continued on Page 12)

WEBS AND AFM MAKE UP BUT NO PACT DRAWN YET

Rapprochement between NBC and CBS and the AFM on the matter of key station contracts resulted in two sessions being held yesterday afternoon and evening, but the net result appeared to be a little better than status quo. Next conference date is indefinite and may be called some time today, but the most likely

(Continued on Page 3)

Martin Gosch Joins CBS In Program Department

Martin Gosch, former radio director of Warner Bros., has joined CBS in a program direction and writing capacity. Gosch will begin

(Continued on Page 2)

Candid Mike

Minneapolis — Candid camera technique prevailed last week when WTCN covered University of Minnesota Freshman Week. Charles Irving, special events announcer, wearing a disguised lapel mike with concealed wire, got some pretty earfuls from the freshman gals while dancing. Mikes were also hidden around usual school meeting places.

(Continued on Page 12)



Vol. 2, No. 64 Thurs., Sept. 30, 1937 Price 5 Cts.

JOHN W. ALICOATE : : : Publisher

DON CARLE GILLETTE : : : Editor

MARVIN KIRSCH : : : Business Manager

Published daily except Saturdays, Sundays and Holidays at 1501 Broadway, New York, N. Y., by Radio Daily Corp. J. W. Alicoate, President and Publisher; Donald M. Mersereau, Treasurer and General Manager; Chester B. Bahn, Vice-President; Charles A. Alicoate, Secretary; M. H. Shapiro, Associate Editor. Terms (Post free) United States outside of Greater New York, one year, \$5; foreign, year, \$10. Subscriber should remit with order. Address all communications to RADIO DAILY, 1501 Broadway, New York, N. Y. Phone Wisconsin 7-6336, 7-6337, 7-6338. Cable address: Filmday, New York. Hollywood, Calif.—Ralph Wilk, 6425 Hollywood Blvd. Phone Granite 6607.

Entered as second class matter April 5, 1937, at the postoffice at New York, N. Y., under the act of March 3, 1879.

FINANCIAL

(Wednesday, Sept. 29)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Am. Tel. & Tel.	163½	161	163½	+ 3/8
CBS A	25	24¾	25
Crosley Radio	13½	13¼	13½
Gen. Electric	45½	43¾	45½	+ 1
North American	22	20½	21½	- 3/4
RCA Common	9½	9	9¾
Stewart Warner	145½	135	145½	+ 1½
Zenith Radio	35½	33½	35½	+ 1½

NEW YORK CURB EXCHANGE

Hazeltine Corp.	15	15	15	+ 1/8
Majestic	2¼	2¼	2¼
Nat. Union Radio	1¼	1¼	1¼	+ 1/8

OVER THE COUNTER

	Bid	Asked
Stromberg Carlson	10	11½

CBS-ACA Labor Case Referred to Washington

(Continued from Page 1)

tions Commission, a CIO affiliate, to represent technical employees in CBS owned and operated stations in New York and Washington. Hearing was held before H. R. Korey, trial examiner, with Sidney E. Cohn, counsel for the CIO, and Sol A. Rosenblatt handling the CBS side.

Cohn charged CBS with lending financial assistance to the Associated Broadcast Technicians, thereby identifying it as a company union. Korey ruled all discussion of the ABT out of hearing. An early decision is expected from Washington.

Airing From Theater

Benny Meroff, who opens Oct. 6 at the New York Paramount Theater, will originate his thrice-weekly sustaining series direct from the theater.

ANICE IVES'

"EVERYWOMAN'S HOUR"

WMCA

Mon. thru' Fri., 11:15 to 11:45 A. M.

"There's nothing she can't sell."

AFRA Cards Interchangeable

Members of the American Federation of Radio Artists now may interchange their cards with those of Actors' Equity, Screen Actors' Guild and the American Guild of Musical Artists. Equity Council, last of the group to ratify the move, agreed that when a member shifts from one of the unions to another, he may do so without paying full membership dues, but approximately half of this amount. Same arrangement applies to initiation fees. Some 30,000 artists are involved in the three organizations.

Martin Gosch Joins CBS In Program Department

(Continued from Page 1)

work immediately on a new series of comedy shows contemplated by the network. Gosch's appointment appears to coincide with the reported revision in the entire sustaining program setup of CBS.

Gaines Will Produce Admiracion Program

Charles Gaines is succeeding Roger White as producer of the Admiracion show on Mutual with Tim Ryan and Irene Noblette, effective Oct. 10. Understood that the Charles Dallas Reach agency, handling the show, contemplates changing talent with the exception of Tim and Irene. Orchestra choice is said to lie between two semi-name outfits. Gaines is also a producer for World Broadcasting System.

McCorkle to Preside At FTC Music Hearing

Washington Bureau, RADIO DAILY

Washington—George McCorkle, director of the trade practice conferences of Federal Trade Commission, will preside at the "general conference hearing" of the popular music publishers to be held in the main hearing room of the FTC on Monday at 10 a.m.

Ad Ass'n Picks Slate

Election committee of the Association of Advertising Men has completed the new slate for the coming election, scheduled for Oct. 7. Nominated for the various offices are Eugene Pilcher, president; John McGuire, vice-president; Gilbert Reid, secretary; T. L. Martin, treasurer; Walter Radcliffe, assistant secretary; Wilbur Stark, WMCA, assistant treasurer; Thomas Hughes, Mack LeBlang and Steve Brody, directors.

Ralph Patt Shifted

Detroit—Ralph Patt, on the WJR announcing staff for the past eight years, has moved his desk into the sales department. He will continue to conduct the early morning Patt-Guest show. Ralph is a brother of John Patt, v.p. and g.m. of WGAR, Cleveland; Bob Patt of Campbell-Ewald and Jim Patt of CBS.

Dr. Fosdick Returning

Dr. Harry Emerson Fosdick returns for a winter series of National Vespers on Sunday at 4-4:30 p.m. over NBC-Blue.

250 Members Already For AFRA in Chicago

(Continued from Page 1)

actors is still reported holding out until the attitude of advertising agencies toward AFRA is clarified.

Organization expected to become potent here because of the domination of dramatic programs, more than 50 script shows having been signed by sponsors on the major stations and networks for origination here.

New INS Branch Heads

William L. Cartan has been appointed Central Division news editor of INS with headquarters in Chicago.

Barry Faris, INS editor-in-chief, also announces appointment of Jerry Hallas as manager of the Hartford bureau, succeeding Walter Kiernan, who is being shifted to the New York staff, while Norman Agathon has been signed as manager of the Des Moines bureau.

Social Security Seizure

New Orleans—For non-payment of social security, salaries of Merwin Andrus and his orchestra, along with receipts of a dance hall, were seized this week by internal revenue officers.

500th NBC Special Event

NBC special events department on Monday booked its 500th special event. Booking No. 1 was the opening of Congress and No. 500 was a short wave broadcast from the MacGregor Expedition which is enroute to the North Pole.

Other highlights of the year's specials were inauguration of President Roosevelt, Coronation of King George VI, Ohio Valley floods, Hindenburg disaster, coverage of the eclipse from mid-Pacific and the America's Cup Races.

W. H. Smith Joins CBS Bureau

Addition of Walter H. Smith to Columbia Artists Inc. was announced yesterday by Lawrence Lowman, CBS v.p. Smith has been associated with the CBS program service department for the past few months.

Douglas Romine Joins KARK

Little Rock, Ark.—Douglas Romine, formerly on KLZ, Denver and KVOO, Tulsa, is the newest addition to the KARK announcing staff.

SWING WITH
"The Frolicmakers"
Participating Program
12-1 Daily

WCOP

BOSTON

COMING and GOING

FRANK E. RAND, in charge of CBS publicity for the western division, returned to Chicago the other night by plane from Kansas City after conferring with M. F. (Chick) Allison, in charge of KMBC publicity.

ELWOOD WHITNEY, J. Walter Thompson art director, arrived on the Coast Tuesday from New York to confer with Danny Danker.

LYN MURRAY's choral group, "The Gauchos", leave Dallas for an eight-week engagement in Mexico City.

JACK MILLS returns to New York from Europe aboard the Normandie today.

WILLIAM S. PALEY, president of CBS, returns from Europe today with MRS. PALEY aboard the Normandie.

EZIO PINZA and ELISABETH RETHBERG of the Metropolitan Opera Co. arrive from Europe today.

TIM and IRENE are in Chicago today for a personal appearance at the National Drug Convention.

JOE HILLER of the Pittsburgh office of CRA is in town visiting home office.

DICK STEVENS of Chicago also a visitor here at CRA, preparatory to going Cleveland office of the organization.

JAMES AULL, director of publicity for KYW, Philadelphia, was in town yesterday on his honeymoon. He was married to G. Helena Longacre last Saturday.

CLAY MORGAN, NBC director of promotion, arrives back in town from his European trek Tuesday morning aboard the Ile de France.

BILL BAAR, NBC's "Grandpa Berton," is back from England from whence he aired 22 programs over the BBC plus some television work.

First Opera Auditions

Sherwin-Williams Co. (paints) has set the talent line-up for the first of its 1937-38 series, starting over an NBC-Blue network Oct. 3 at 5-5:30 p.m. As in previous years, sponsor will feature talent quests for the Metropolitan Opera and Wilfred Pelletier conducting the Metropolitan Opera orchestra. First contestants to be heard are Hardesty Johnson, tenor, Viridine Mauret, coloratura, and Jess Walters, baritone. Final winners will be announced at the conclusion of the series next spring, and will be given roles in the spring schedule of the Met.

WTCN Appointments

Minneapolis—Stephen Wells, former free lance news and publicity man, has joined WTCN as director of publicity and special events.

Russ Lamb, formerly of WBAP, Fort Worth, is an addition to the announcing staff.

LEE GRANT
AND HIS ORCHESTRA

25th WEEK

SPONSORED BY GENERAL MILLS



3 HOURS DAILY

2:30-5:30 P.M.

Coming Events

Sept. 25-30: International Exposition of Radio, Porta Bastioni di Venezia, Milan.

Oct. 1-3: National Radio Parts Show sponsored by Radio Manufacturers Ass'n and Sales Managers Club, Commercial Hall, Port Authority Bldg., New York.

Oct. 4: Popular Music Publishing Industry trade practice hearing, before Federal Trade Commission, Washington.

Oct. 12: National Ass'n of Broadcasters board of directors meeting, Waldorf-Astoria, New York.

Oct. 16: Educational Broadcasting conference called by KSTP, St. Paul.

Oct. 21-22: American Ass'n of Advertising Agencies Pacific Convention, Hotel Del Monte, Del Monte, Cal.

Oct. 27-30: Annual meeting of Association of National Advertisers, The Homestead, Hot Springs, Va.

Nov. 1: Inter-American Radio Conference, Havana.

Dec. 8-12: Eighth Annual International Radio Club Party, Havana.

Feb. 1, 1938: International Telecommunications Conference, arrangements being made by General Manager of Egyptian State Railways, Telegraphs & Telephones, Cairo, Egypt.

Oct. 4-5: Advertising Federation of America district convention, Providence Biltmore Hotel, Providence.

Lord & Thomas Extending West Coast Operations

(Continued from Page 1)

Avity is set to remain here permanently, and other shows in immediate prospect are a new one for Pepsodent when Amos 'n' Andy switch Jan. 1, and another for Quaker Oats. Jack Runyon, who has been quietly pioneering for several months, will function with McAvity in the enlarged L. & T. set-up.

Gene Baker Joins Lunke

Seattle—Gene Baker, formerly with NBC, CBS and KIRO, has joined James R. Lunke & Associates as manager of the Seattle office. He will have direct charge of the Weco Radio Productions unit.

Lunke has gone to Chicago to open a branch.

Zeke Manners on NBC

Zeke Manners will emcee a new variety program, "The Hayriders", opening tomorrow on NBC-Blue at 2:30-3 p.m. The Kidoodlers, Lucille and Lanny, "Giggling Gab" Drake, Elton Britt and Ezra Hetherington will be included in the first program.

Movie Based on Radio

Chicago—Maurice Lowell, NBC production director, has written and will be technical adviser on "Listen In", a movie short about radio programs, to be filmed by Warner Bros. Shots of several radio shows will be used.

NEW PROGRAMS—IDEAS

"Wake Up and Live"

"Wake Up and Live" is the title of an early morning commercial series started this week over WTMV, East St. Louis, with Greater St. Louis Sears-Roebuck stores as sponsor. Show features drama ("The Andrews Family") music and novelty gags. Free gift goes to every listener phoning station half hour after offer. Scripter Charles E. Barnhart supplies and directs the drama, with a cast including Irene Virginia Miller, Florence Kohl, Howard E. Woodard, Eugene Craft, and Fred Moegle. Woody Klose and station program staff devised the broadcast.

Inside Page News

Ray Barrett, staff announcer at WDRC, Hartford, has written a new program which is to be auditioned soon called "Let's Look at the Inside Page." In this program, Barrett takes unusual news events of the day, elaborates on them and presents them in a partly dramatized form. He also, on occasion, adds items of interest from his own experience.

Webs and AFM Make Up But No Pact Drawn Yet

(Continued from Page 1)

time is next Monday. AFM sub-committee meets Mutual key station executives today, and it is possible that if time is open the webs may again get together with the AFM.

Understood that Pres. Jos. N. Weber of AFM is amenable to signing either NBC or CBS by itself provided an agreement can be reached with one and not the other. However, a network representative told RADIO DAILY that there was no reason why both the major networks couldn't sign together. Niles Trammell, NBC Central Division head; Mark Woods, NBC treasurer; Edward Klauber, CBS executive vice-president; Melford Runyan, vice-president; Lawrence W. Lowman, vice-president in charge of operations and H. Leslie Atlass (WBBM) and a CBS vice-president, were in the conference.

AFM sub-executive committee comprised of Weber, Jimmy Petrillo and Fred Birnbach is holding out for a pact that runs about a year and a half, to coincide with that of the proposed agreement with the IRNA. Nets, among other things, want a longer contract. Pushover on either side was not indicated, judging by serious mien of the conferees.

Equal CBC Status for Mutual

New deal made between the British Broadcasting Corp. and Mutual gives latter same status as other major webs, with arrangements being made for interchange of at least one program weekly via CBC. First of the new English shows will be heard Saturday. Program is West of England Folk Singers. Canadian exchange of programs on Mutual has been on since June 1935.

KVOO Presents Funny News

A new program titled "Funny Facts in the News" was sold last week by KVOO, Tulsa, to National Bellas Hess Clothing Co. The broadcast is presented at 12:25 p.m. every week day. It consists of humorous incidents written and presented in a light style—an auxiliary feature of the station's regular news broadcast.

Fan Mail Club

To step up response from area outside accepted coverage, WRBL, Columbus, Ga., has started a Fan Mail Club. Letter from remotest point each day makes listener who sends it an honorary member. Next day, special program is aired for winner.

WKY Wins Exclusive

Oklahoma City—Despite protests of Mutual representatives, action of the board of regents in granting WKY exclusive broadcast rights to Oklahoma University football games has been upheld by Governor Marland.

GUEST-ING

RAY MILLAND, film star, MARGO (stage and screen actress) and RICHARD BONELLI (not Margo and Richard Bonelli as inadvertently reported), on Kraft Music Hall, tonight (NBC-Red, 10 p.m.).

MISS DEAN, physical trainer, on Frankie Basch program, tomorrow (WMCA, 7 p.m.).

WILL OSBORNE and orchestra, on Martin Block's "Make-Believe Ballroom", tonight (WNEW, 6 p.m.).

MELVILLE RAY and ROSE DIRMANN, on "Story of Song", Oct. 5 (CBS, 3:30 p.m.).

Wendy Barrie With Haley

Wendy Barrie of the films will be comedienne on Jack Haley's Log Cabin program starting Oct. 9 on NBC-Red. Warren Hull, Virginia Verrill, Ted Fio Rito's orchestra and the Three Little Sugars (Dorothy Compton, Marjorie Briggs and Betty Noist) are other members of the cast.

ONE AD

You Won't

ANSWER!

IF (1) you're a hermit or (2) psychic or (3) just too toxic to care about one big thing that has happened at the foremost greater-New York station during the past six months, you won't want to answer this ad. But, if (4) you're an agency space-and-time-buyer, or an advertiser, who is ALIVE and likes FACTS put down in clear black language and simple pic-

tures, you'll want to write to WOR now for a FREE COPY of "Certain People." This is a fascinating little book which gives you the names of almost 200 WOR sponsors and the lowdown on the programs they have used to work this station to their advantage. Smart people will address their requests pronto to: Sales Office, WOR, 1440 Broadway, in New York.

WOR

★ F. C. C. ★ ACTIVITIES

APPLICATIONS RECEIVED

Sentinel Broadcasting Corp., Syracuse. CP for new station. 620 kc., 500 watts, unlimited.

Cleveland City Board of Education, Cleveland. CP for new high frequency station. 26,400 kc., 500 watts.

Piedmont Broadcasting Corp., Salisbury, N. C. CP for new station. 1500 kc., 100 watts, daytime.

WCLS, Inc., Joliet, Ill., Auth. to transfer control of corp. from R. W. Hoffman to L. W. Wood. 51 per cent of stock.

KIEM, Eureka, Cal. Auth. to transfer control of corp. from H. H. Hanseth to Wm. B. Smullin and Standard Printing Co. 18,750 shares common stock.

Mountain Top Trans Radio Corp., Denver. CP for new station. 1370 kc., 100 watts, 250 watts LS., unlimited.

SET FOR HEARING

Roberts-McNab Co., Livingston, Mont. CP for new station. 1210 kc., 100 watts, 250 watts LS., unlimited.

W. H. Kindig, Hollywood, CP for new station. 710 kc., 500 watts, limited.

ACTION ON EXAMINERS' REPORTS

Rapids Broadcasting Co., Cedar Rapids. Denied CP for new station. 1310 kc., 100 watts, unlimited.

APPLICATION DISMISSED

Honolulu Broadcasting Co., Ltd., Honolulu, T. H. CP for new station. 1010 kc., 250 watts, unlimited.

Seek Studio Audience Tax

West Coast Bureau, RADIO DAILY

Los Angeles—Mrs. H. M. Warner and Mrs. William Dieterle, wife of the Warner director-producer, are behind the movement to charge 6-cent admission to audience broadcasts, with proceeds going to Parent-Teachers Associations to furnish needy school children with hot and nourishing breakfasts. Meetings scheduled this week with advertising agency executives and network officials in an effort to put the plan into effect with the Jolson, Cantor and Penner shows as a starter. The 6-cent fee was fixed because that is the P.T.A. cost of one breakfast.

CBS Short Wave Tests

W2XE, the CBS short wave outlet, is now conducting special experimental work on short wave transmissions to Europe and South America for the International Broadcasting Union, Brussels. Experiments are being conducted with the assistance of British Broadcasting Co. and are under the supervision of A. B. Chamberlain, CBS chief engineer. Results will be studied at the Cairo Radio Convention to be held next year.



PRESS AGENT'S PARADISE!

● ● ● Third installment of our desk cleaning stunt: Phil Baker carries almost as much insurance on his accordion as he does on himself.... Frank Black has more than 100,000 miles in the air to his credit because of his plane commuting weekly between N. Y. and Chi.... Raymond Paige is still tinkering with his high-powered boat and often rushes to rehearsals in overalls and a greased-smudged face.... Clarence Muse, the baritone, is to California's colored population what Joe Louis is to Harlem.... Marek Weber, European Maestro, who made his American debut via NBC-Blue. Tuesday, has taken out his first citizenship papers and joined local 802.... Eddy Rogers, whose band opened Tues. at the Rainbow Grill, is the son of the Italian Consul at Norfolk.... A carrier pigeon recently flew into the office of Charles Green, prexy of CRA—WITHOUT a message from the booking front.... Prexy Green released the bird and thereby is slated for some good luck.

● ● ● Freddie Gibson is considered to be the greatest singer by Lee Wiley, Gertrude Niesen and other femme singers from here to California.... Victor Young launched an association to lobby for a National Academy of Fine Arts, at a luncheon in the Victor Hugo restaurant.... Roy Campbell is looking for two tenors to be used in two new vocal groups he is preparing for the airways.... Lee Wiley leaves for the film colony shortly.... Jerry Mann is readying some new material which may be presented on a new program to be heard twice weekly.... Bill Burton removed his mustache but is growing a new one.... Jack Marshall of the Benny Meroff crew was tested by Warner Brothers the other day.... Jimmy Dorsey will feature June Richmond, a new colored girl, in his floor show at the Congress Hotel.... Jack Robbins plans to celebrate the 40th anniversary of Feist Music with a re-issue of many old Feist hits.... No. 1 tune on plugs last week was "That Old Feeling"—not bad for 40 years' work.

● ● ● Carlton KaDell, the announcer, and Don Wilson, another word-slinger, both broke into radio as baritones and still sing—in their bathrooms.... Edgar A. Guest prizes an autograph book in which the unusual guests of his "It Can Be Done" series have scrawled their names.... Lucille Manners is sending names for the "script-dog" on the "Aunt Jenny" programs trying to win the pedigreed scotch terrier that's being given as the prize for the best label. She can easily afford to buy a half-dozen but figures there's more kick out of winning one.... Arthur Boran suggests a squelcher for Charlie McCarthy by W. C. Fields: "I'll bore a hole in you, and let the sap run out."

● ● ● "Radio Night Club," a 60-minute recorded program originated on WEBQ, Harrisburg, Ill., four years ago by Eddie Wise, is still retaining its late audience and becoming one of the most popular features on the station.... Show is announced as "Radio Night Club, America's smartest mythical night club, located just outside the city limits of Anywhere, U.S.A.".... Bill Welsh, sports editor for KFEL, Denver, news service is getting ready to defend his top honor among mountain region football forecasters—a distinction he earned during the 1936 season when he made a higher percentage of correct choices than any other picker in the mountain states.... He predicted results of 250 games, for a season's percentage of 775. Games also included Rocky Mountain conference contests.... Bill also talks about fishing conditions throughout the state and has quite a following with the rod and reelers as he has with the pigskin paraders.

NEW BUSINESS

Signed by Stations

WMAQ, Chicago: Bowey's, Inc., "Terry and the Pirates", disks, through Stack-Goble Agency.

KFI, Los Angeles: Beaumont Laboratories, "Four Stars Tonight", disks, through H. W. Kastor & Sons, Chicago; Glass Container Ass'n, through U. S. Adv'g Corp.

WIOD, Miami: Cycle Trades of America; Goodrich Silvertown Stores.

KMOX, St. Louis: Mantle Lamp, "Musical Memories"; American Tobacco (Roi Tan cigars), announcements, daily, 52 weeks; Curtiss Co., 25 news flashes daily; Absorbine Mfg. Co., "Magic Kitchen" participating.

WJTN, Jamestown, N. Y.: Kendall Refining Co., Kendall football flashes, 15 mins., three weekly; Stroehmann Bros. Co., "Speed Gibson", disks, 15 mins., three weekly.

WNAC, Boston: Sterling Products, "Young Wonder Jones".

WABY, Albany: Socony Vacuum Oil Co., all Yale games.

WOKO, Albany: Atlantic Refining Co., Cornell games Saturdays.

KINY, Juneau, Alaska: Carters Medicine, ET, through Conquest Alliance; Stewart Warner, "Morning Chat" participation, through Strang & Prosser; Quaker Burnoil Heater, daily announcement, through Strang & Prosser; Canned Salmon Industry, daily program; Sears-Roebuck, daily program.

WRAC, Williamsport: Chevrolet, disks and spots, through Campbell-Ewald; Bayuk Cigar, spots, through McKee, Albright & Ivey; Atlantic Refining, through N. W. Ayer; Carter Medicine Co., through Street & Finney; Penna. Publicity Committee, through Walker & Downing.

KCMO, Kansas City: Super Suds, spots, through Benton & Bowles.

WMAQ, Chicago: Midland Flour Milling Co., through Stack-Goble, also on WENR; Baume Bengue, Rival Packing Co.

KMOX, St. Louis: Grove Laboratories; Maryland Pharmaceutical Co., Rapinwax, Bayuk Cigars, Pinex, Penn Tobacco.

WOPI, Bristol: Philco mysteries, sponsored by W. W. Woodruff Hardware Co. of Knoxville.

KGVO, Missoula, Mont.: Ford Symphony and Al Pearce shows, Chevrolet, Chrysler (Major Bowes), Phillip Morris, Chesterfield, Texaco (Eddie Cantor), General Foods (Kate Smith), all through CBS.

KYW, Philadelphia: Thomas M. Leeming & Co. (Baume Bengue), through Wm. Esty & Co.; Appalachian Apples, through N. W. Ayer; Richard Hudnut, through BBDO.

New Victor Bay Series

Victor Bay, recently signed under the exclusive management of the Columbia Artists Inc., will begin a new series of broadcasts Oct. 14, with Hollace Shaw as featured vocalist. A preliminary airing will be given on Oct. 4 at 10:30-11 p.m. New program is one in a series of classical musicals to be built by CBS as regular sustaining features.

1	9	3	7
SUN	MON	TUE	WED
4	5	6	7
10	11	12	13
17	18	19	20
24	25	26	27
31	28	29	30

Greetings from Radio Daily

Kenny Baker
Nat Brusiloff
Shirley Lewis

Is your life insurance safeguarded against loss in event of "common disaster?"

Jules Rosenberg
- INSURANCE -

JOHN 4-2800 BEekman 3-0375
80 JOHN ST., NEW YORK



KATE SMITH

"THE SONGBIRD OF THE SOUTH"



—TONIGHT—

8 P. M. Over Columbia Broadcasting System

COAST - TO - COAST



HENNY YOUNGMAN

on



THE KATE SMITH HOUR



with

KATE SMITH, A GRAND PERSON

"GOOD LUCK KATE"

WILSON, POWELL &
HAYWARD Inc.



JAS. B. PEPPE, Gen. Mgr.
444 Madison Avenue
New York City

Artists' Representative
Radio Producers

TED STRAETER

and

HIS CHORUS

on

THE KATE SMITH HOUR

With the Charming and Gracious
"Songbird of the South"





JACK MILLER

And His

Orchestra

In Happy Association

with

THE KATE SMITH HOUR



ROBERT S. TAPLINGER, Inc.

Publicity and Radio Relations

"Singing the Praises of"

KATE SMITH



NEW YORK
CHICAGO

HOLLYWOOD
LONDON

TALLULAH BANKHEAD—HENRY FONDA

Guest Stars



THE KATE SMITH HOUR





TED COLLINS

PRODUCER

THE KATE SMITH HOUR



Program Reviews and Comments

MAREK WEBER

Sustaining

WJZ-NBC-Blue Network, Tuesday, 10:30-11 p.m.

EMMINENT CONTINENTAL CONDUCTOR REVEALS DISTINCTIVE WARES IN AMERICAN RADIO DEBUT.

Marek Weber has long been a favorite abroad to a vast following and became known here to some extent through his recordings, particularly to those appreciating light Viennese classics and similar type music. Conducting a 30-piece orchestra of similar instrumentation to that he used abroad, Weber's interpretations proved more modern than expected and an excellent half-hour of zippy music. With strings predominating and the cymbalon for further Continental effect, the orchestra seemed well in hand at all times and took to the intricate arrangements in masterful style.

Opening of the "symphonic serenade" was a medley of Johann Strauss waltzes, that included "Blue Danube," following with "Afraid to Dream," fox-trot which received novel treatment, and then Dvorak's "Humoresque," with Weber doing the violin solos. European tango, "Zigeuner," was next, with a mezzo-soprano vocalizing; concluding highlight was a fantasy on Carioca, a monumental piece of arranging. The conductor however should stick mostly to his forte, light classics.

Weber has plenty of class appeal and was far from being over-sold by NBC. With Milton Cross on the announcing end, probably more dignity was present than good selling. After the opening spiel, Weber had to make good on his own. Continuity seemed to let down, not so much as a matter of selling Weber himself, but rather supplying more information to the listener when a tricky piece like the "Carioca" variation was on tap.

"Phenomenon"

"Phenomenon-Electrifying History" made its debut on KMBC, Kansas City, Monday and is scheduled for five times weekly under sponsorship of local Light & Power Co. Transcriptions are a natural for local utility company sponsorship and if succeeding installments are as good as the first one, the disks will prove a rare combination of an adventure strip entertaining to both youngsters and grownups. Also notable is the fact that it delivers the sponsor's message without resorting to a lengthy commercial.

Somewhat along lines of Mark Twain's "Connecticut Yankee," the story concerns the experiences of a young electrical engineer who submits to the experiments of Dr. Light and is projected back scenes familiar in history. Cast is headed by Fred MacKaye, Robert Frazer, Jean Colbert, Claude Rains and Hugh Conrad who does the role of narrator. Script is by Barbara Winthrop and produced by Fran Heyser. Music by Albert Von Tilzer and P. Hans Flath.

"JACK OAKIE'S COLLEGE"

R. J. Reynolds Tobacco Co.

WABC-CBS network, Tue. 9:30-10:30 p.m.

Wm. Esty & Co.

SWING MUSIC AND NUTTY COMEDY FOR THE YOUNGSTERS WHO CAN TAKE IT.

Return of Jack Oakie in his jazzed up conglomeration of songs, comedy and good swing, does not alter the general plan of the program as compared to last season. Show is evidently built to appeal to the younger element among the cigarette smokers and to those who may soon become of age to go for lady nicotine. While there may be considerable diversion enroute, most of the program contains no particular sock, and quite possibly is following the right track in its crazy-quilt style of performance, what with a stronger and more formal proposition opposite on another network.

With Oakie were Harry Barris, songwriter and comedian; Stuart Erwin, Raymond Hatton, William Austin, Helen Lind, baby-voiced comedienne, and others. Also George Stoll orchestra from the Hollywood studios, and Benny Goodman picked up from Cleveland to supply the second half of the "double feature" program. Goodman band is, of course, played up and probably hands in most of the entertainment for many listeners. Audience is asked to send in their swing choice for future programs. Camel credits are easy to take as dished out by Dan Seymour, with Prince Albert pipe tobacco in for a plug at the close on a money back guarantee.

"Heinz Magazine of the Air"

In addition to "Carol Kennedy's Romance," which is heard five days a week, the Wednesday and Friday broadcasts of "Heinz Magazine of the Air" over CBS is stretched to a half-hour, 11-11:30 a.m., with Julia Sanderson and Frank Crumit heading the talent, along with B. A. Rolfe's orchestra, Food Editor Bill Adams, and a guest, who yesterday happened to be Bill Pratt, comedian.

The well-known informal, genial and friendly style of Sanderson and Crumit fits very happily into a program of this kind. Their ditties and dialogue are always enjoyable, and yesterday's vocalizing of "The Moon Got In My Eyes" and "It's the Natural Thing to Do" by Miss Sanderson, with Crumit chiming in, was particularly pleasing.

Also entertaining was the brief comedy skit, and Rolfe's orchestra furnished efficient musical background for the program. Sandwiched into the routine was the daily episode of "Carol Kennedy's Romance," which is a good serial of its kind.

Secretarial Shift

Virginia Latimer, secretary to A. A. Schechter, NBC director of news and special events, tomorrow becomes secretary to Alfred H. Morton, NBC manager of owned and operated stations, succeeding Ruth Danner, who has resigned to join the Carnegie Corp.



**There Are
6,000,000 Like Him**

...BUT HE CAN HEAR

THERE are 6,000,000 hard of hearing children now on the way to adulthood. Some hear 'though their ears may have been affected since birth—others don't. Which group has the better chance for ultimate, useful citizenship?

Teachers, nurses, physicians—all agree that no child should be permitted to struggle with this handicap unassisted. Your child, if his hearing is below normal, deserves the help of a Buck Rogers 25th Century Acousticon, designed especially to appeal to children. Properly fitted, it immediately brings better hearing, guards against serious psychological pitfalls, permits normal hearing at school and normal social relations with adults and other children.

May we send you literature? Or, better still, won't you bring your child to an Acousticon office where we can *prove* the efficiency of the Buck Rogers Acousticon in meeting childhood's hearing problems?

**Buck Rogers 25th CENTURY
ACOUSTICON**



**DICTOGRAPH
PRODUCTS CO., INC.**

580 Fifth Avenue

New York, N. Y.



AFTER an all-summer vacation on his Palm Springs ranch. H. Bedford Jones, author of scores of best sellers in recent years, returns to the air with his "Things That Interest Me" commentary on KFI, Wednesday.

The new Phil Baker show for Gulf oil is scheduled for only one Pacific Coast station—KNX—since Gulf products are not marketed on the Coast.

John B. Hughes, news director of the Don Lee Broadcasting System, reports that all his INS news broadcasts are sold and "because of results probably will continue to be indefinitely." Four of the INS news broadcasts are originated at KFRC, San Francisco; three for Borden's Dairy Delivery Co. and one on the network from KFRC for General Motors Acceptance Corp. Two others are released over KFRC, originate at the Don Lee studio, KHJ.

Walter Johnson has a new one, "Mary Morgan, Editor," framed for KHJ sponsor-audition this week. Cast includes: Margaret McDonald, leads; Philip Trent, Fred MacKaye, John Fee, Victor Rodman, Jean Vanderpile, Vern Felton, Elliott Lewis and Fred Harrington. Script job by Art LaVoe.

Cliff Nazarro, double-talking comedian, was set in Mickey Rooney's M-G-M picture, "Thoroughbreds Don't Cry," by NBC Artists' Service.

Tracy Moore, NBS sales representative, is releasing his play, "Bero Fiddles with Advertising," first produced at the L. A. Advertising Club several months ago, for the use of the Advertising Federation of America.

"It Happened in California," dramatizations of front page news events in the history of California, is a new KEHE and CRS program originating in San Francisco. Written by Leon Churchon, and heard Wednesday nights.

Kenny Baker, who will be back with Jack Benny when the new series starts Sunday, will spring three new numbers written by Kenny Baker on early programs.

W. C. Fields is reliably stated to be remaining off the Chase & Sanborn Hour permanently because it takes too much time and energy while currently engaged on his Paramount picture. Fields passes up a reputed salary of \$5,000 weekly to conserve his health.

Hartman and Harding is the billing of a new vocal duo on KEHE.

Sam Hayes, sports and news commentator, prognosticating on football over KHJ-Don Lee. Will confidently predict the outcome of 24 week-end games on his Thursday night broadcast.

Willis Cooper has been given a release by 20th Century-Fox to permit of his scripting for "Hollywood Hotel."

STATIONS OF AMERICA

Highlights in the Development of Outstanding U. S. Radio Stations

KTSA—San Antonio

550 Kc.—5,000 Watts Local Sunset, 1,000 Watts Night

H. C. BURKE, Manager

WILLIAM G. EGERTON, Chief Engineer

KTSA, one of broadcasting's veteran stations, operates under a license that was the second to be issued in the Lone Star State. It was back in 1922 under the call letters WCAR that the little pioneer toddled on the air with the aid of a 100 watt transmitter. For two hours, three times a week, its strident voice could be heard in a nondescript assortment of programs.

By 1926 the power had been jumped to 1000 watts and programs were going out over the air waves six nights a week. Two years later WCAR became KTSA. In May, 1936, it became a unit of Hearst Radio. Plans were immediately drawn up for expanding broadcasting facilities resulting in the increase to 5,000 watts. Late this summer, improvements costing over \$20,000 were completed at the studios and transmitter.

New transmitting equipment went into operation late last year, housed in a modern building on the Seguin Highway, an advantageous site overlooking the greater part of San Antonio. KTSA's ultra-modern high fidelity transmitter is one of the first to make use of the new stabilized feedback principle which was introduced by Bell Telephone Laboratories last year.

With the recent completion of new studios and installation of new studio equipment in the Gunter Hotel, KTSA is as modern and complete as most any broadcasting station in America.

Located on the third floor of the Gunter Hotel, the main studio has a stage and accommodates a studio audience of from 50 to 150 persons, depending on the size of the radio production. There are two other studios, two control booths, a client's audition room, music library, news and reception rooms. Decoration will be in white and "Bluebonnet" blue.

Complete new technical equipment was installed to match the "high fidelity" 5,000 watt transmitter that KTSA dedicated less than a year ago.

Executive offices, accounting, program, sales and engineering offices are located on the mezzanine floor, convenient to the studios.

Poetic Drama on WTCN

Minneapolis—"Neath the Forest Oak" an original poetic drama by Robert LeFevre, WTCN staff announcer, was aired last night over WTCN. The drama, written entirely in poetry, concerns itself with the philosophical aspects of life and at times soars into the realm of metaphysics in search of "the answer to it all". It was enacted with a musical background. Cast included Charles Irving, Hal Lansing, Robert LeFevre, Arleth Haeberle and Ann Ginn.

ST. LOUIS

John Jacobs, late of KTSA, San Antonio, now with KMOX announcers, filling the vacancy created by resignation of Spencer Allen to become program director of KOAM, Pittsburg, Kan.

WEW's slogan contest ended with selection of "The Station You Will Listen to Again".

Dick Cross, who was temporary program director of WEW, has left the station.

James D. Shouse, KMOX g.m., in New York for several days.

Dorothy Nelson, KWK receptionist, married to Clifford M. Renner.

Allen Anthony is handling Grady Cantrell's "Morning Devotions" on KWK while Cantrell is away on business.

Ray Schroeder, original Mr. Fix-It on WIL, and his wife Peg are operating the Nevada, Mo., Herald, in which they recently bought a half interest.

Scripting Baker's Show

West Coast Bureau, RADIO DAILY
Los Angeles—Kirtley Basquette, magazine writer, has been signed to do the scripts for the Baker's program with Feg Murray and Ozzie Nelson.

3 New Shows on WHN

WHN is starting three new programs, Carson Robison and His Buckaroos on Monday at 11:30-11:45 a.m., also to be heard Wednesdays and Fridays; "Pinto Pete in Arizona," script show, Tuesdays at 9-9:15 a.m., and "The Merry-makers," Mondays through Fridays 7:45-8 a.m., from Cincinnati.

COLUMBUS

Abram Ruvinsky, WHKC musical director, on his return from New York, where he conferred with Dr. Alfred Wallenstein, musical director for MBS, said a pretentious program of "better" music will be inaugurated this fall over WHKC.

Rose Kaye, WHKC's society editor, is now sponsored by Moores & Ross Co.

Ezra Martin will be presented on WBNS in a half-hour program called "Hello Ohio," assisted by Geer Parkinson at the organ, with market news, time and weather reports for rural listeners.

Hank and Slim Newman, with their Georgia Crackers, one of WHKC's oldest and most popular acts, now being sponsored by Sisson's Formulas.



NBC has a new serial, "Painted Rock," story of a school teacher in politics in a small town, coming up Oct. 4. Lenore Kingston, a newcomer, plays the leading role.

Joe Dumond, who has been pinch-performing for Ed McConnell and Harvey Hays, is now laid up himself with laryngitis.

Red Grange has been set for a WENR football stint sponsored by Hinckley & Schmitt (Corrinis Waukesa Water), through Baggaley, Horton & Hoyt.

NBC set a record Monday by originating nine programs in an hour in local studios.

Marge Kerr of Tom Fizzle publicity staff, rushed to Henrotin Hospital to have her appendix out. Phil Davis, her husband, of WLW musical staff, is here looking after her.

Bess Flynn and Bess Johnson back from New York.

Carlton Kelsey, musical director of CBS here, summoned to San Diego because of death of his mother. Carl Hohengarten is taking over his orchestra for the Wrigley broadcasts temporarily.

Bernardine Flynn is back in the Vic and Sade show after fortnight out to have her baby.

Alex Robb, assistant Artists Service manager at NBC, finally got in that vacation at Eagle River, Wis. When he started out July 2 he was injured in a train wreck at Evanston and laid up for weeks.

Fort Pearson is the voice of WENR's new "Your Football Prophet."

It's a girl in the household of John McLoughlin, WBBM-CBS accounting chief.

Jack Fulton of Poetic Melodies confined to his bed with severe cold.

Betty Reller, headliner of Betty and Bob, also is laid up.

Zugsmith Suit Settled

A breach of contract suit brought by Al Zugsmith against orchestra leader Allan Leafer was settled yesterday for \$2,000 as the case was opened before Justice Keller, City Court, N. Y. County. Reuben Caidin was attorney for Zugsmith.

Radio Education Book Out

"Listen and Learn: 15 Years of Adult Education on the Air," by Frank Ernest Hill, has been published by the American Ass'n for Adult Education, aided by the Carnegie Corp. of New York.

Hill contends that a difference between educators and broadcasters, with the former having responsibility and the latter authority, has slowed down the development of education by radio.

PROMOTION

"Barn Dance" Mailing Piece

A novel mailing piece has been prepared by KGVO, Missoula, Mont., on its "It's Barn Dance To-night." Designed in a layout characteristic of a barn dance, the folder is being sent to agencies whose clients have wide distribution in western Montana.

WMPS Mother Tieup

"The Sweetest Mother in Memphis" was the title of a unique radio contest conducted by Dr. Pepper and WMPS in conjunction with the showing of the picture, "Stella Dallas." Penny post cards were distributed to Dr. Pepper dealers containing the name of the contest, the name of the picture, theater, sponsor and station. WMPS in one week's time received 2,222 cards. Winner was awarded a gold watch by local jewelers. Fred Vosse, WMPS "Man on the Street," conducted the contest in conjunction with the "Dr. Pepper Sidewalk Forum."

WBT Featured in Trade Ad

WBT, Charlotte, has been featured in an advertisement prepared by CBS to be placed in leading trade publications throughout the country. A picture of a bewhiskered Confederate soldier giving vent to the old Rebel yell highlights the advertisement, which goes on to explain that the broadcasting of the Rebel Yell at a recent dinner meeting of the United Daughters of the Confederacy in Charlotte was one of many unique broadcasting stunts put on by the enterprising WBT program department.

The ad points out that the WBT program department has for several years won leading showmanship awards and was of equal calibre to the CBS network staff.

Zenith Teaser Postcards

Zenith Radio Corp. is sending out thousands of teaser postcards, addressed and written in ink and signed "E.S.P.," suggesting tuning in on the company's NBC-Blue Sunday night program which deals with "extrasensory perception" (telepathy).

Aiding Highway Patrol

In its desire to perform public service, KGVO, Missoula, Mont., assumes a semi-official position in aiding the State Highway Patrol apprehend criminals in Western Montana. The patrol doesn't have any transmitters but all cars are equipped with receivers. When criminals are known to be at large on the highways, headquarters at Helena communicate with KGVO as the station broadcasts warnings on the regular chain breaks. The patrolmen keep

DON KERR

Master of Ceremonies

WMCA

Fox-Fabian Amateur Hour

General Mills Sports Parade

Fox-Fabian Professional Parade

RADIO PERSONALITIES

S. S. FOX

S. S. FOX, president and general manager of KDYL, Salt Lake City, has been one of the west's radio trailbreakers. KDYL is one of the oldest stations in the United States, a close contestant for that honor with KDKA, having been founded in May, 1922. Taking charge of its operation in 1925, Fox has built it from small beginnings—a power of 100 watts—to its present status of 1,000 watts and affiliation with NBC's Red Network.



One of the west's radio trailbreakers

With a long record of successful showmanship behind him, Fox brought to the managing of KDYL an extensive knowledge of public entertainment methods, a deep understanding of human psychology and a brilliant sales technique. In consequence, KDYL has become a leader among stations of its size in the west.

He is an enthusiastic golfer and horseman, a member of the Shriners, the B.P.O.E. and the Salt Lake City Chamber of Commerce.

KANSAS CITY

Stage play "Excursion," opening Oct. 9 at Resident Theater, will feature Margaret Hillias, principal in WDAF's "Fatty Lewis" (Listerine), Jack Grogan, WHB announcer, and Arthur Ellison, KCMO dramatic staff, with W. Zolley Lerner, theater director and popular reader over KCMO, producing the play.

Antlers Club and Club Continental start ork commercials over KXBY.

Jack Grogan again announcing for WHB, after summer's absence leave with WDOD, Chattanooga.

PHILADELPHIA

Jack Steck of WFIL will take over the emcee duties on two weekly stage features at Fay's Theater this fall.

When Jan Savitt returns to KYW with his Top Hatters for Richard Hudnut perfumes, Carlotta Dale and Bon Bon will be the featured soloists.

Manager L. H. Bailey of WHAT on Saturday will air the first play-by-play of the Drexel Tech-Susquehanna gridiron scuffle. Members of the announcing staff will assist Bailey, and other games will be aired on succeeding Saturdays.

Polly Willis, WFIL song-bird, has started dramatist, scripting a new microphone series to audition for a well-known local merchant.

their dials tuned to the Garden City station at all times in order to pick up these warnings.

Tags for Tuning Knobs

In merchandising a Sherwin-Williams show, KCMO, Kansas City, is making door-to-door distribution of small cardboard tags to be attached to tuning knobs of radio sets. Tags carry station's call letters, wavelength, and announcement of the S-W show and three other shows.

Series on Sustainings

WORL, Boston, is sending out a series of bulletins, each one devoted

INDIANAPOLIS

Morris Hicks, WIRE announcer, resumes his Sport-Slants.

"Your Birthday Party," heard Sunday noons under sponsorship of Kirk Furniture Co., is a new program on WFBM. Series will honor leading colleges and universities, social organizations, industrial firms and nearby towns on Sunday nearest respective birthday or founding date.

Sixth annual series of broadcasts presented by William H. Block Co. and known as "Block's Children's Hour," is being aired from company's auditorium Saturday mornings over WFBM. George Madden is announcer and Pete French emcee.

LINCOLN

George Patchen, KFAB engineer, this week weds Frieda Kiesler. Jim Cox, continuity writer, also made the altar walk recently.

J. Gunnar Back, KFAB-KFOR continuity chief, is now teaching a two-hour night course on radio at U. of Neb.

Joe W. Seacrest, executive committeeman for Central States Broadcasting, is in Washington trying to gain a new wavelength and more wattage for KFOR. He's opposed by L. L. Coryell, Sr., who wants to build a new station on the wave being asked for by KFOR.

to a different sustaining program which is considered ripe for sponsorship.

WCKY Reaches Dealers

A mail promotion of 22,000 letters, cards and folders was completed last week by WCKY, Cincinnati, under the direction of Lloyd George Vennard, sales and merchandising director. Copy reached food and drug trade, automotive dealers, gas stations, news-stands and a specialized list of margarine dealers, to acquaint them with details of programs advertising products they have on sale. Personal calls are now being made as a follow-up.

ORCHESTRAS MUSIC

Bunny Berigan celebrates his six months' anniversary as an orchestra leader on next Sunday night's WOR commercial. In this short time, since he began on the CBS Saturday night "Swing Sessions," he has landed as a name band, has won a big commercial and a film contract, and is attracting capacity throngs on his first road tour.

Inclusion of jazz in the general music curriculum of the University Heights Center of New York University has been shifted to a later date. Vincent Lopez, who resumes network broadcasting over Mutual from the Drake Hotel, Chicago, starting Oct. 9, was originally scheduled to give the first of a series of lectures on the origin, history and appreciation of jazz on Oct. 5. But instead will launch his teachings on Nov. 9.

"Red Norvo and Mildred Bailey and Their Band" open the long-closed Mural Room of the St. Francis Hotel, San Francisco, Oct. 7 for 10 weeks and options. CBS will air them twice transcontinentally on Thursdays and Sundays.

Merle Pitt and his orchestra will play a return engagement at Martin Block's "Make-Believe Ballroom" on Tuesday, 3:30 p.m., via WNEW.

Victor Young, maestro of the Al Jolson show, and his ork have been signed for a series of disks to be released to foreign stations.

Ray Block's "Swinging the Blues" program, a regular Monday afternoon, WABC feature, has been switched to Tuesday at 12 noon.

Max Terr, the "Sing Band" maestro, is under contract to Paramount Pictures through October, 1940.

Terry Shand, pianist for Freddy Martin in Chicago, has two tunes clicking on the networks—"The Fly Outflew the Flea" and "Blue Sweetheart."

Larry Fotin, Philadelphia maestro, has placed three of his swing compositions with Luz Brothers Publishing Co., New York. They are "Raggle-Taggle," "Oasis" and "Wedding of Pochahontas."

SAN ANTONIO

Herman Waldman's music has replaced Bobby Millar's ork at the Olmos Starlit Gardens. Hymie airs nightly via KMAC.

JOHN B. HATCH ASSOCIATES

An agency serving a N. E. clientele. Specializing in radio broadcast advertising.

(Send for booklet)

581 Boylston Street, Boston, Mass. Commonwealth 0466

BLACK FAVORS RADIO FOR REPLY ON KLAN

(Continued from Page 1)

him first while boat was still off Norfolk, and later contacted him again.

Reason for preferring radio as a medium for his statements, Justice Black said, is that the public then will hear his remarks just as he makes them, without the editing that might occur in newspapers.

10 For Standard Symphony

San Francisco — Standard Symphony Hour, sponsored by Standard Oil of California on the coast NBC-Red, celebrates its tenth anniversary Thursday night. Alfred Hertz conducts.

Gravymaster Limiting

Dryden Palmer (Gravymaster) will confine its radio efforts this fall and winter to WFBL, Syracuse, and WGY, Schenectady. Samuel C. Croot has the account.

Bernie May Go Abroad

West Coast Bureau, RADIO DAILY

Los Angeles—Ben Bernie, whose American Can program winds up Oct. 19, may take a three-month trip to Europe after finishing his 20th Century-Fox film, "Love and Hisses."

BOSTON

"Aida" and "Carmen" will be aired in their entirety over Colonial network from the stage of the Boston Opera House on Monday and Wednesday, 8:15 p.m.. The works will be presented by the New York Opera Company.

WCOP has the S.R.O. sign for commercial time on Sundays. The station is sold out from 10 a.m. until sign off.

Massachusetts Medical Society in conjunction with Massachusetts Department of Public Health will start a series of discussions on "Adult Hygiene" over Colonial network Wednesday night.

ONE MINUTE INTERVIEW

MacDONALD CAREY

"The radio actor can never become entirely absorbed in the character he is supposed to be creating. For one thing, there is the script which he must hold in his hand throughout the performance. He must keep glancing at the man in the control room from time to time for signs and directions. Above everything else, there is the microphone itself. The radio actor plays entirely to the mike, never to the other actors. There is none of the interchange between players, the play of one personality on another that gives pace to a stage performance."

☆ Coast-to-Coast ☆

ED SMALLE, director of choral groups including "The Seven G's" "The Caroleers," and currently "The Melody Mystics" on the WEA-Thursday Night-Leo Reisman beer series, is auditioning girls for a new choral group which he is preparing for Fall radio work.

WOPI, Bristol, has found a way to utilize its Radiatorium when not used for broadcasts. Stage performances are given by units from WSM's (Nashville) "Grand Ol' Opry," with a small admission charge.

WSPR, Springfield, Mass.; Howard S. Keefe, special events man, in New York on vacation . . . John S. Broderick, Perth Amboy (N. J.) News Reporter, has joined staff as salesman . . . Program Director Wayne Henry Latham will do a winter sports broadcast twice weekly . . . Wedding bells Oct. 12 for Billy Fields and Olga Rossini.

WTAR, Norfolk: John Carl Morgan, announcer, back on air after vacation . . . Jeff Baker also returns to start on the "Woman's News Review," new Comet Rice feature on Tuesdays, Thursdays and Saturdays, 10:30 a.m. . . . Walter Huffington's series, "Little Known Facts About Well Known Industries" was signed for seven more consecutive weeks after nine broadcasts, each week under a different sponsor.

WNYC, New York, starts a new series of five dramatic hours by the Radio Playhouse Acting Co. on Saturday with Maxwell Anderson's "Elizabeth the Queen."

KLZ, Denver: Special events crew which remoted Presidential address to Denver from Cheyenne, applauds nimble help from Clyde M. Hunt, WJSV, Washington, chief engineer, who was guest aboard Presidential special . . . Transcriptions of Roosevelt talk were made by Chief Engineer T. A. McClelland while special events crew under Production Manager Howard Chamberlain conducted actual airing.

Nancy Gray, fashion commentator over WTMJ, Milwaukee, appeared on six transcribed programs over the station under the sponsorship of Gimbel Bros. Electrically recorded at Radio City, each disk was flown to WTMJ to be broadcast the following morning.

Harold Newcomb, manager of WRJN, Racine, Wis., has been named to a committee to arrange for the Racine Community Chest pageant parade to be presented Oct. 2.

Robert White, WBZA program director, has been transferred to the twin station, WBZ, Boston, as announcer, replacing Charles Nobles,

who went to New York. Josephine Tierney, who has been White's assistant, takes his place.

Snedden Weir, studio manager of WOKO-WABY, Albany, is booked for two talks before Parent-Teacher Ass'n on radio and education.

Floyd Walter is now the organist for the A. Swire's Community Sing. presented in the Ritz Theater, Albany, and heard on WABY. Forrest Willis is song leader and Grenfell Rand does the quizzing of the audience.

Jean Poli has become a permanent member of the WICC (Bridgeport) staff as special announcer.

Studios of WHK-WCLE, Cleveland, set a record for visitors last week, chalking up 18,625.

Morris Haugen, associated with the sales department of WIBA, Madison, Wis., was married Saturday to Florence Ulrich.

WBIG, Greensboro, N. C., will again be used by Reidsville Tobacco market in ad drive to tobacco planters. Station is in center of tobacco world.

Nick Stemmler, the big Wheaties man of WSYR, Syracuse, is the eighth staff member of that station to take the count from cupid this year. Nick was married Monday to Jeanette Allen of Syracuse. They're honeymooning in Canada.

Charles LaTorre will appear in the new Evelyn Laye-Jack Buchanan musical, "Between the Devil," which opens in Philadelphia on Oct. 14 before coming to Broadway.

WJR, Detroit, has a schedule of nine football games, starting Saturday. The last seven are Notre Dame games. Eddie Batchelor, dean of Detroit sports writers, also has started a series of football talks over the station.

Hildegard, back from abroad, was given a welcome-home party at the Rainbow Room, with the following present: John Reber, Thomas Luckenbill, and Anthony Sanford of J. Walter Thompson; Adrian Samich of Kudner Agency; W. J. Fagan of Benton & Bowles; E. G. Sisson of Lord & Thomas; David Murray of U. S. Advertising; George Comtois and Joseph Hill of Federal Advertising; John McMillan of Compton Agency; George W. Allen of J. Stirling-Getchell, and George Engles. Daniel S. Tuthill, John H. Potter, John Babb, James L. Stirton, Ethel B. Gilbert, Samuel L. Ross, A. Frank Jones, Frances R. King and Ken Dyke of NBC.

FIVE-DAY WEEK SET FOR ALL NBC STATIONS

(Continued from Page 1)

firmative. Network has been operating on the Saturday skeleton basis for the past four months.

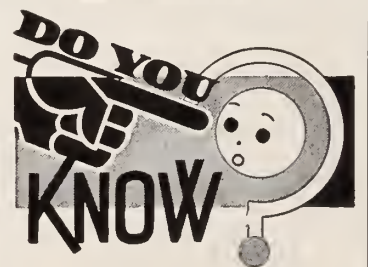
Engineers, producers, sound effects engineers and announcers are already on the five-day schedule. Only departments concerned in new plan are sales, program and promotion. With agencies operating with small staffs on Saturdays, network sales can accomplish little. Program and promotion always schedules its weeks ahead of current needs.

Department heads such as Wayne Randall, Clay Morgan, Vance Babb, Alfred H. Morton, A. A. Schechter, John Royal and O. B. Hanson, are always on call 24 hours a day and have been all during the summer months. Theoretically network employees work from 9 a.m. to 5 p.m., but the latter hour usually is closer to 7 p.m.

Whether the shorter hour announcement will call for a flat five-day week for all with those working on Saturday getting a day off earlier in the week is still uncertain. Believed that department heads will have the final say on how each department will operate.

William F. McGrady, labor counselor for RCA, is said to favor the five-day week. NBC move is in line with its policy of improving employee labor conditions wherever possible. Move may also be in line with equal working hours for all now that technical staff, announcers and production men have the shorter hours.

CBS has not served notice on its employees that they are to resume work on Saturdays and the original announcement did not state any time limitation to the five-day order. Trade rumors that CBS was to announce a five day 40-hour-week was as yet unconfirmed. From another source it was said that Mefford Runyon's office, who issued the original memo, had made no plans nor discussed the issue. William S. Paley, CBS president, arrives home from Europe today and it is possible that he will have the final say.



Eddie Cantor has a rival in another radio artist, Frank Barden, tenor-baritone, who also has five daughters.

Original magazines courtesy of the
Wisconsin Center for Film and Theatre
Research

Coordinated by the
Media History Digital Library
www.mediahistoryproject.org

Funded by a donation from
Richard Scheckman

